

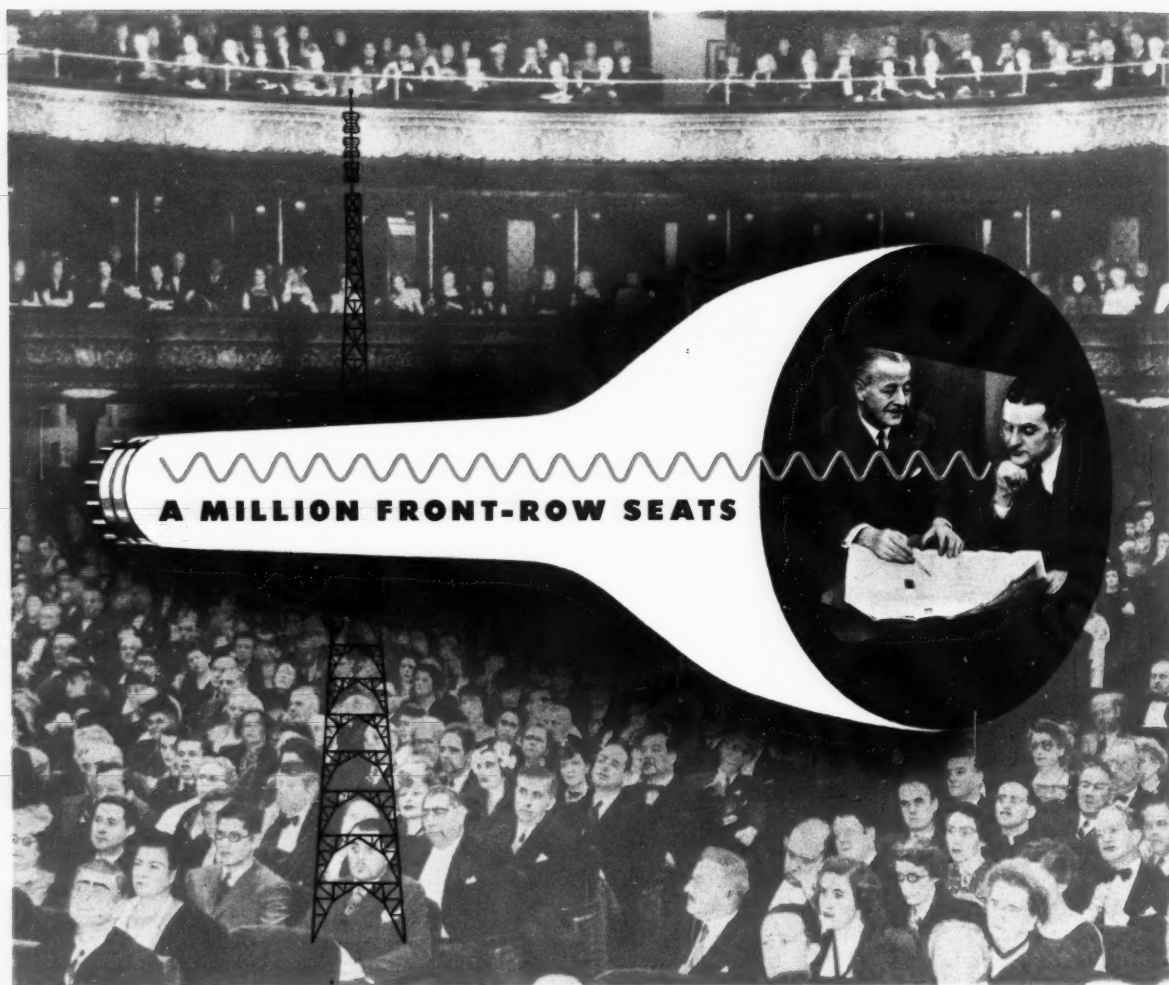
The Reporter of

# DIRECT MAIL

ADVERTISING

Convention Issue: September 1948





Starting almost from scratch at war's end, the television industry has put more than 400,000 sets in operation. Conservatively estimated, today's audience numbers upward of a million. The value of sets produced in 1948 will approximate \$300,000,000; and by 1953, we hear, there will be 16 million receivers.

Paper, of course, is as vital to television as it is to all other industries . . . and without paper, television could not exist or expand. Paper for design. Paper for production. Paper for scripts, stage directions, camera cues. Paper for packaging, labeling, instruction sheets, advertising, and merchandising.

"Paper Makers to America" is well on the way to satisfying the spiraling demand for all Mead Papers of the Mead, Dill & Collins, and Wheelwright lines. Its own expansion is enabling it to contribute to the expansion of others, and its continual research is your assurance that Mead Papers will be forever synonymous with "the best buy in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; and Printflex Coated Papers.



**MORE THAN ONE HUNDRED YEARS OF PAPER MAKING**

**THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"**

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton



# MILLIONS OF IMPRESSIONS

## ... EVERY DAY

### DIRECT

circulars . . .  
folders, booklets  
letters, reply  
cards

### PRESTIGE-BUILDING

catalogs . . .  
brochures . . .  
labels . . .  
letterheads,  
reprints

### Attention-Getting

counter-cards . . .  
banners,  
streamers . . .  
stand-ups . . . sales  
stimulators

Yes, millions of impressions a day for large companies and small companies alike! Advertisers today are realizing that profitable selling is based on the impact of impressions . . . GOOD impressions . . . impressions that *consistently* represent advertising at full value . . . impressions that are also produced economically and quickly! That's why these companies are depending on EXCELLO for highest quality printing down to the *last* important detail—whether the job is black and white or full color . . . for national publications, direct mail, or point-of-sale stimulators. Excello's millions of impressions a day mean millions of sales to the advertisers . . . can mean the same to YOU. Call Excello today!

## MEANS

# MILLIONS OF SALES

# E

## EXCELLO PRESS INC.

LITHOGRAPHERS - PRINTERS

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## Are You Mailing for the Sheer **FUN** of It?

You can have a lot of fun working up fancy mail-selling promotions. You can make a lot of money at it, too — IF the mailing lists you use represent the most logical prospects for your product or service. You can lose a lot if they don't.

We couldn't sell you mailing lists, because we don't own any. But we've got more than 2,000 privately-owned lists registered with us for rental — and each represents people who are *known* to be mail-responsive.

You can be sure of reaching such prospects for your proposition by letting our experienced list analysts do your hunting for you. Write on your business letterhead for our new folder: "WHICH WILL YOU HAVE — NAMES OR PEOPLE?"

### D-R Special List Bureau

Division of Dickie-Raymond, Inc.

80 BROAD STREET BOSTON 10, MASS.

## The MASON MAILMASTER..



...for  
Postal  
Shipments

No Wrapping—No Tying,  
65 sizes—1,000,000 boxes in  
stock for immediate delivery.  
—Send for Catalogue.

THE  
**Mason**  
BOX COMPANY

Main Office New York Office  
Attleboro Falls, Mass. 175 Fifth Ave.

Factories: Attleboro Falls and Taunton, Mass.

MANUFACTURERS OF A COMPLETE LINE  
OF SET-UP BOXES

# The REPORTER of Direct Mail Advertising

THE LARGEST FORM OF ADVERTISING

17 East 42nd Street  
New York 17, N. Y.  
Vanderbilt 6-0888

VOL. 11 No. 5

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## SEPTEMBER 1948

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Henry Hoke  
Editor and Publisher  
M. L. Strutzenberg  
Circulation Manager  
Henry Hoke, Jr.  
Advertising Manager

# SHORT NOTES

## DEPARTMENT

► **A GUIDE TO 1800 LISTS** in 100 different fields has been published . . . by Public Affairs Press, 2153 Florida Avenue, Washington 8, D. C. Called "Guide to American Business Directories". Prepared by Marjorie Davis of the Department of Commerce. This 242-page book tells where and how to obtain free, inexpensive and other types of lists of business firms. Description of each list includes detailed information as to character, frequency of issuance, conditions of availability, and so on. A comprehensive job. Costs \$3.75.



► **"OFFSET SCRAPBOOK"** Number Three has just been published by A. A. Archbold, Box 740, Pico Heights Station, Los Angeles 6, California. It's another 8½" x 11", 24-page listing of headline words, phrases and ornaments which can be clipped and used for offset reproduction or for engravings. Concentrates on unusual items such as Chinese characters, wreaths, telephones, Christmas card pictures and messages, patriotic, fraternal and military symbols. The first two books contained lettered and type set words and phrases. Orders for any one of the three volumes will be filled by Graphic Books, 708 Ring Building, 18th & M Streets, N.W., Washington 6, D. C.



► **SOME MORE SAMPLES** of hotel promotion were sent to us . . . by Arthur Weiss, Miami Letter Service, 128 N. E. First Avenue, Miami, Florida. Picture post cards of the hotels are sent to former guests . . . with simulated penned messages from manager on back by offset. Very inexpensive, and from what Arthur says . . . resultful.



► **THE COUNCIL ON STATE** Governments reports . . . 45 states spent \$5,166,000 in 1947 to advertise. Magazines got largest share with 1,383,224; newspapers next with 768,522. Direct Mail followed with 300,481. California, Texas and Delaware have no official State Advertising Commissions. Would be interesting to know how much is spent on Direct Mail by State, City and sectional organizations of all kinds.

► **A NEW CHARACTER**, "Dry Seal", has been created to serve as the theme for the new advertising campaign of Self-Seal Division of U. S. Envelope Co., Springfield, Massachusetts. Will break in early fall via radio, national magazine and Sunday newspaper supplement advertising. It'll tell all about the Self-Seal Envelope that sticks only to itself . . . without licking or moistening.



► **INFORMAL ANNOUNCEMENT** . . . by Miller-Gould & Co. tells that they've moved to 277 Broadway, New York 7, N. Y. Accordian fold booklet on yellow stock . . . printed in brown and green. From 3½" x 4", it opens lengthwise to 18". Hundreds of words . . . but *not one* that explains who or what Miller-Gould is.



► **THIS YEAR'S SUBJECT** for IPT's 13th Annual Essay Contest will be "Printing and Free Government". Eligible to compete for cash prizes are high school pupils throughout the country. Last year a new record was set . . . when 15,000 students submitted essays. Aim of contest is to stimulate student interest in graphic arts and related fields. Sponsored by International Printing Ink, 350 Fifth Avenue, New York 1, N. Y., cooperating with National Graphic Arts Education Association.



► **"COMPANY ANNUAL REPORTS** to Stockholders and Employees" has just been released by Champion Paper & Fibre Company of Hamilton, Ohio. Edited by K. C. Pratt, who is also editor of "Stet" magazine. This 2-color, 64-page, 8½" x 11" book covers the history and purposes of the financial report. Treats stockholder reports and employee reports as separate functions. Other chapters tell of special reports, of production and distribution problems. Many pages of illustrations. A must for house magazine editors and public relations executives. Those interested in corporate reporting can get a copy by writing to Advertising Manager Frank Gerhart.

(Continued on Page 6)

FOX RIVER *Better Letters* DIVISION FINE PAPERS

*Writing Effective Business Letters*

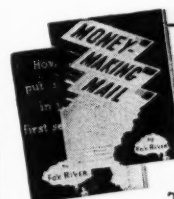
...is simpler than you think —

says Dr. Robert R. Aurner  
Director,  
Better Letters Division



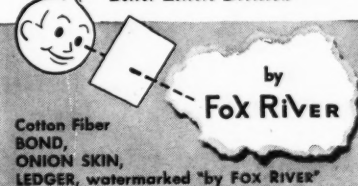
There can be magic in the words you put in your business letters . . . magic that makes the reader concentrate on *your* message . . . magic that seems to make the words reach out and say, "Listen!" Many of the secrets are told by Dr. Robert R. Aurner in his newest writings that are putting more pay in what business letter-writers say. For 18 years Dr. Aurner was ranking professor of business administration at the University of Wisconsin.

### Free Booklets

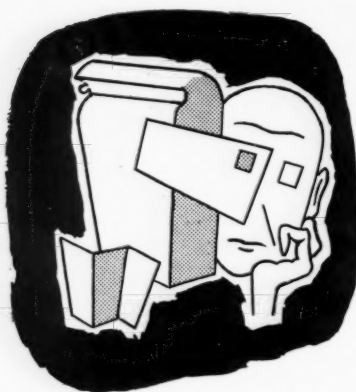


First booklets — the story of **MONEY-MAKING MAIL** and *How to Put Sock in Your First Sentence* — are waiting for you right now.

They're free for the asking — please use your business letterhead. FOX RIVER PAPER CORPORATION, 2013 Appleton St., Appleton, Wisconsin. Better Letters Division







## KNOW THIS MAN?

Perhaps you saw him on the cover of last month's "Reporter"! Yes, he's the fellow with a direct mail problem. His face isn't new to the direct mail experts at Jules Lippit Advertising. Over a period of years, they've seen that puzzled expression many times.

Each time—Lippit's compact, competent group of direct advertising craftsmen were able to iron the wrinkle from that worried brow. The Lippit organization is geared to plan, create and produce a complete campaign that *gets results*. All or any of the following services are available:

### ARTWORK • DESIGN • COPY PRINTING • MAILING

Explain your problem to a Lippit specialist and then relax. He'll handle the rest. Before you proceed with your next mail campaign or start your next piece of printed promotion, contact Jules Lippit. Work with the percentages in your favor by using literature that is professionally prepared.



Keep abreast of the news and notes in the field of direct and mail advertising. Write today for your free copy of the "Direct Advertising Reader's Guide."

**Jules Lippit Advertising, Inc.**

130 West 42d St., N. Y. 18—Wisconsin 7-4861

► **TEST NEW MAIL** address plan for magazines. The United States Post Office and the National Association of Magazine Publishers are conducting an interesting experiment in selected areas. Subscription name and address cards are furnished by the publishers to the local Post Office. Magazines are delivered in bulk. On day of delivery to subscribers, mail carriers receive the required number of periodicals, along with a set of cards for subscribers on their routes. A copy of the magazine goes into each mail box called for on the cards. And the publishers howled when Post Office tried to institute a "householder" delivery system for Direct Mailers (to simplify addressing)!!!

► **"THE GRUEN GUIDE"** is the sales-planning-idea magazine sent to retailers . . . by Gruen Watch Company, 1000 Temple Bar Building, Cincinnati 2, Ohio. A 12-page, 8½"x11" job (with 8-page insert in the August issue). Tells how to tie-in with Gruen national advertising. Offers a "50-50 Advertising Plan" . . . where the company and store share costs of local newspaper, billboard and car card advertising. Also offers a monthly mailing card printed on high grade enamel . . . with different selling event emphasized each month. In quantity, cards sell for less than 1¢ each. To facilitate ordering . . . a double business reply card is enclosed. Here's another company that believes in guiding and materially helping its local dealers to increased sales . . . by canned ads.

► **THE STORY** of Great Lakes Steel Corporation, Ecorse, Michigan is told . . . in a slick, 8½"x11", 52-page booklet. Full-page bleed photos take you from ore to finished steel. Inside front and back covers are beautiful double-page-spreads of plant in magnificent full color.

► **FIFTY ENGRAVED** letterheads were enclosed in a three-fold, 9"x12" portfolio titled "Letterhead Logic" . . . sent to prospective customers by R. O. H. Hill, Inc., 270 Lafayette Street, New York 12, N. Y. All beautiful examples of Hill work. To help recipient select preferred style for himself. Some of the samples were outstanding. Also enclosed . . . a blue "blue print" card with copy in reverse to check personal preferences for a new letterhead. A very complete merchandising package. Worth having in your idea file.

► **THE RESTAURANT EQUIPMENT** Dealer for June 1948 carried a two-page story titled "Make the Mailman Your Salesman" . . . featuring the seven formulas for better letters used by Henry Hoke in his many talks around the country.

► **CAVANAUGH PRINTING COMPANY**, 10th at Carroll, St. Louis 4, Missouri is selling its Direct Mail services by a tricky combination of folder, blotter and business reply card. Very simple three-fold sheet has copy on one side. On the other are die-cut slots for four corners of 3¼"x5" reply card and for a colorful 4¼"x9¾" calendar-blotter. The larger blotter completely covers the card . . . until taken off.

► **A NEW DEVICE** for preparing photo offset plates in your office has been developed by Duplicator Supplies Division, Remington Rand, Inc., Bridgeport 1, Connecticut. Called the "Plastiphoter" (see pix). Requires less than 3 feet of floor space to do its platemaking job. Letters, bulletins and any other type of Direct Mail may now be illustrated with halftone reproductions . . . at a minimum of time and cost. "Plastiphoter" is used with Remington's Plastiplates. Should be of great help to users of office offset presses, such as the Multilith and Davidson.



► **AN ACTION GETTING POP-UP** was employed in recent self-mailer of Merck & Co., Inc., Rahway, N. J. A 5¼"x10", yellow and black folder (on stiff bristol) to wholesalers opens to 11½"x20". Upon opening inside fold . . . a business reply card pops up right in front of your face. Very effectively suggests that it be used immediately.

► **PITNEY-BOWES, INC.**, Stamford, Connecticut, in its 28th Annual Report provided stockholders with encouraging information. In 1940-41 net sales and rental income totaled \$4,150,937 . . . and in last 9 months of 1947 the figure had jumped to \$10,628,392. President Walter H. Wheeler, Jr., revealed that U. S. Post Office Department revenue from postage meters reached a peak of \$303,000,000 . . . and responsible for 27% of all U. S. postage revenue. Also mentioned . . . that 300,000 Direct Mail letters and 700,000 folders and booklets were used for promotion during 1947.

(Continued on Page 88)

THE REPORTER OF DIRECT MAIL ADVERTISING

We'll be seeing you at the DMAA Convention, where we will help man the Envelope Manufacturers Assn. booth. Let's discuss envelope and mailing ideas.

Plan on  
using  
90,000  
"Mail"  
Salesmen



Be sure that your selling plans include direct mail contacts with your customers...old, new and prospective.

They're making plans themselves, and they want to hear about yours . . . maybe they've already heard about your competitor's.

Tell them about your products and your sales plans! Keep your bid for business in active circulation.

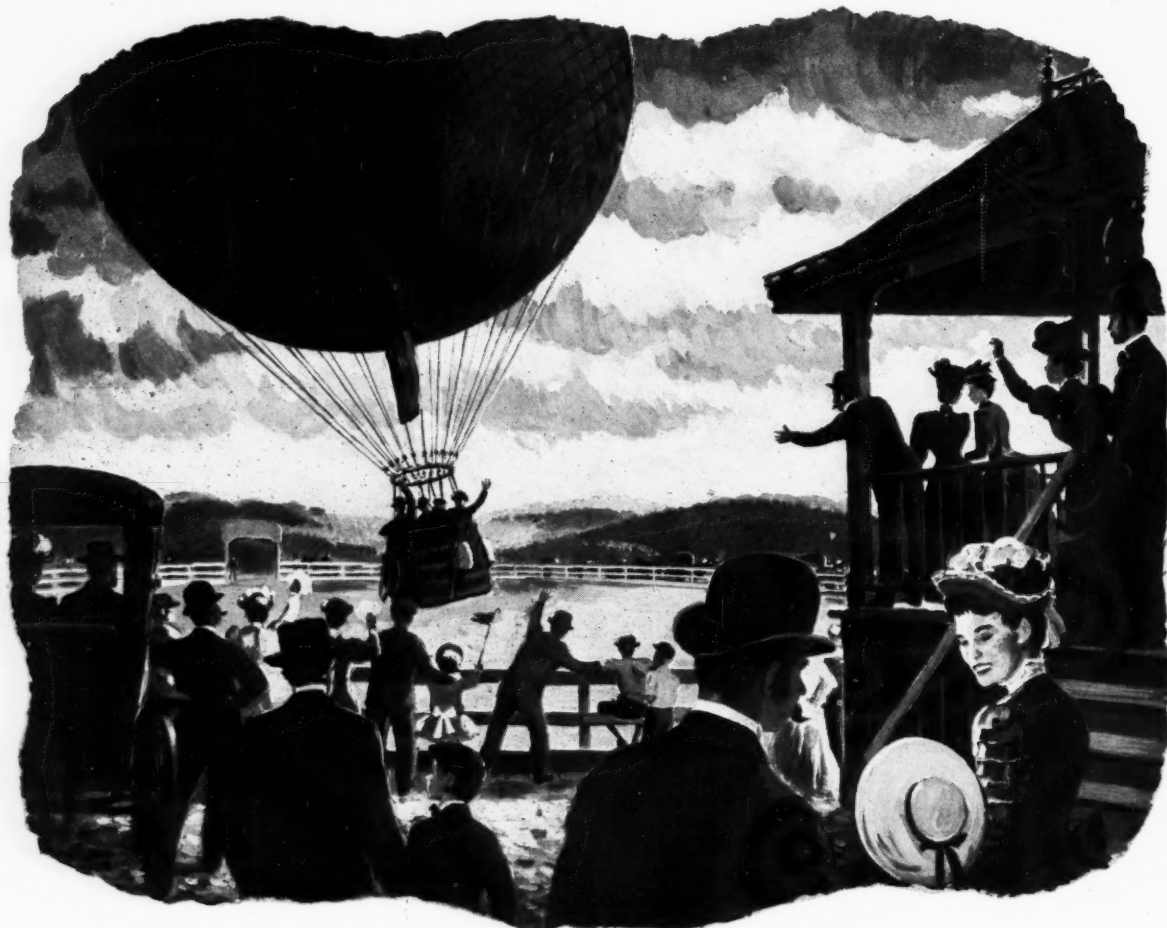
Regardless of what you sell, and the extent of your sales force...let the "MAIL" Salesman travel for you. There are 90,000 Postmen calling daily on the very people you want to reach. Use them!



*for every business use*  
TENSION ENVELOPE CORPORATION

FACTORIES: New York 14, N. Y. • St. Louis 10, Mo.  
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.  
Over 100 Representatives Selling Direct to User

AMERICA HAS COME A LONG WAY IN THE PAST FIFTY YEARS



### "There She Goes, Boys!"

People took buggy rides for miles to see those daredevils actually leave the earth in that new-fangled contraption. Patiently they waited, every second packed with drama, until that breath-taking shout, "She's off the ground!" At a balloon ascension 50 years ago, even the spectators were up in the air!

Today passengers fly from coast to coast as matter-of-factly as Grandpa jogged to town. Air travel has grown from a stunt to a necessity. A development in which paper has played no small part. For example:

Take blueprints and specifications; tickets and timetables and flight reports; maps and travel folders; weather maps; and the periodicals reporting in aviation. Every one is a paper product—tailor-made to do its special job!

Ever since 1898, the year International Paper Company was established, paper has been the herald and servant of progress.

International Paper Company, 220 East 42nd Street, New York 17, N. Y.



## INTERNATIONAL PAPERS

*For Printing*  *and Converting*





*the story of*

# A PIECE OF PIE

*reported by Henry Hoke*

Most of you, when seeing this Convention issue for the first time, must have wondered about the cover. What's the connection between pie and Direct Mail . . . or pie and a convention?

Of course . . . the cover *is* beautiful. The photograph is by H. i. Williams who has developed a perfect technique in difficult food photography. This is actually a preview of one in a series of Food Studies for an educa-

tional project planned for early release. The reproduction (coming closer than ever before to hoped-for third dimension) represents an amazing step forward in full-color lithography. Designing and reproduction was handled for us by Arthur T. Dobbs (formerly a top printing technician of England) now with Williams Colorprint, Inc., Atlanta, Georgia. Arthur Dobbs is at their New York office, 511 Third Avenue.

But the cover has more significance than a mere example of photographic reproduction.

THE REPORTER staff burned the hackneyed midnight oil . . . trying to develop a different sort of theme for this important Convention issue. Something unusual!

And then I remembered an interesting evening at the beautiful home of Tom Dreier along Brightwaters

Boulevard on Snell Island in St. Petersburg, Florida.

Tom, as most of you know, has made considerably more than a comfortable living by editing house magazines for a string of fussy and particular clients around the country . . . The Curtis Courier, The Howard Way, The Hawaiian Trustee, The Wright Line, The High Road, The Nashua Cavalier, The Quill are some of his best known continuous creations.

Tom also wrote, several years ago, a popular and controversial book called "The Religion of a Vagabond."

That night in St. Petersburg, a group of friends heard Tom describe the opening parts of a new book he is working on. He was probably practicing on us. His opening chapter, "The Extra Piece of Pie", fascinated this reporter. It stuck in hidden memory cells for many long months . . . but popped up to suggest a theme for this Convention issue.

I wrote to Tom Dreier at his Melvin Village, New Hampshire summer home . . . asking for permission to tell his pie story. Back came his O.K. promptly. So, I'll give it to you . . . just as he told it to us.



## Tom Dreier's Story of the Extra Piece of Pie

This is the story of the magical piece of pie that changed the current of my life. I had graduated from high school at Durand, Wis. in 1902, and had gone to the mining camps of Colorado to earn money by selling stereoscopic photographs so that I might pay my way through the University of Wisconsin. That Colorado trip was not the financial success I had anticipated, so kept on selling views when I returned to Wisconsin.

This work took me to Menomonie, an educational town. Something in the place appealed to me and I wanted to stay there. I tried to get a job as a reporter on one of the weekly papers and failed. Then I started a young people's paper called "The Menomonie Badger," solicited advertising enough to carry it through the school year, and, to help pay expenses, got a job waiting on table for my board at the Monte Christo Restaurant.

The bills of fare for the Monte were printed by The Times Printing Company at a cost of \$3.50 a week, to be taken out in trade. Tramp printers were given the due bills, so we always had a tramp printer or two as customers. The Swedes who ran the place served unusually good meals. Their pastry was perfection.

One day I saw that a tramp printer by the name of Donham had just finished eating his piece of pie. He was enjoying the last mouthful and he looked unsatisfied. Obviously one piece of such good pie was tantalizing. However, one piece was all he had coming to him and I knew he would not ask for more.

But I knew how he felt. I was and am a dessert eater. My sympathy went out to him. He was not my customer, but I went back to the kitchen, got an extra piece of that rich thick pie and

placed it before him. Then, without waiting for any word from him, I walked to the front of the restaurant. I could feel his eyes on me.

When he went out, all he said was, "Thanks, Tommie."

But two or three days later, when I was waiting on him, he said, "What are you going to make of yourself? You don't look like a fellow who is going to be a waiter all his life."

I told him that my ambition was to own and run a country print shop and edit a weekly paper.

"If that's what you want to do, what in hell are you doing waiting on tables in this dump?" he asked.

I didn't like to hear him call our clean restaurant a dump, but I explained that I had tried to get jobs on both weeklies in town and had failed.

"Huh," he said, "I'll bet you wanted a white-collar job."

"I want to be a reporter," I explained.

"Look, son," he said, "I'm a tramp printer. I've worked on papers from coast to coast. I'll never do anything else. But I've learned a lot about country weeklies. Now I'm going to give you the most valuable advice you can possibly get from anybody . . . that is if you want to be a success as a country weekly publisher."



"What's that?" I asked.

"It is just this: Never be dependent on fellows like me."

"What does that mean?"

"That means you should start right at the bottom in the print shop and learn how to do everything that needs to be done to turn out your paper. Everything! You may never have to do everything, but if the time comes when fellows like me get drunk and quit you on press day, and there's no one else to do the work, you can turn to and get the paper out single handed."

"Sounds sensible," said I.



"You bet it is sensible. Now, if you want to be that kind of a publisher, I'll get you a job up at the Times and I'll make you the blankety-blankest best press man in this town in six months."

Well, I got that job . . . at \$5 a week. They gave me the due bill. That took \$3.50 out of my cash wage. I paid \$1 to Mother Hunt for a room and I had .50 cents left for wine, women and song.

And Donham kept his word. He was a great teacher. He showed me how to make ready on job presses and on the old Country Campbell, which printed the weekly. I learned to set type and make up pages. There wasn't anything I couldn't do with some degree of efficiency. When Donham got drunk and quit after nine months of training, I got the job as foreman. There were nine others in the place, but none of them wanted responsibility. I didn't know any better, so I took it.

I spent hours studying and practicing. The magazine that set the highest standards for me was "The Printing

Art," published by the University Press at Cambridge, Mass. I used to work Sundays, trying to copy some of the specimens shown in that monthly. I said to myself, "Some day I'll go east and visit the University Press. Maybe I'll be fortunate enough to be permitted to see Henry Lewis Johnson, the editor, and tell him how much inspiration his magazine had given a kid printer out in Wisconsin."

The trip east seemed far away. It was, I thought, just a pleasant dream.

The amusing thing is that exactly ten years from the time I was thinking those thoughts in Menomonie, Wisconsin, I was editor of "The Printing Art" and had my office at the University Press.

So, I have always looked upon that piece of pie given the tramp printer as a piece of pie with magic in it. The experience only gives support to the lessons taught by all the old fairy stories: The smart fellow goes about his business with the thought always in mind that almost anybody he meets is likely to be a powerful fairy or a magician. So, whether the gift you give is a piece of pie, and that pie is apple, mince, pumpkin or lemon meringue, or your gift is no more than a pleasant greeting, there's likely to be magic in it.

If I hadn't given Donham that extra piece of pie, how different would my life have been?

\* \* \*

That's the end of Tom Dreier's pie tale . . . but just the beginning of a longer book script he is writing around that theme.

Possibly *this reporter* should elaborate at length on the story . . . show you how it ties-in with Direct Mail and conventions. But you can think! You wouldn't be reading THE REPORTER unless you wanted to think.

Here are my short notes on a few possible editorial angles. You can get the picture from the heads without space consuming descriptions.

a. Direct Mail is the extra piece of pie in the advertising plan.

b. The extra piece of pie, Direct Mail, puts personality and magic into routine selling and advertising.

c. The thank you's and personal courtesies by mail are your extra pieces of pie served to customers and prospects. They may bring you amazing rewards.

d. The speakers at the convention are, through their donated time and effort, giving you an extra piece of pie.

e. By your attendance at the convention, or your reading of THE REPORTER, you are not only getting your extra piece of pie . . . but you are learning, too, how to dish it out.

And then . . . none of us should forget one important point in Tom's story. The tramp printer, who couldn't take responsibility himself, knew how to teach Tom to become an expert printer or publisher. He had to learn everything. Everything . . . from the ground up.



Too many of us in Direct Mail want to start at the top. White collar. We are not willing to wait on tables, do all the dirty jobs, and practice on holidays. That part of Tom's story is possibly more important than the piece of pie.

And continuing (and concluding) with tie-ups . . . I hope all of you will enjoy the extra pieces of pie in this Convention issue of THE REPORTER. The largest and best (I think) we've produced in our ten years of history.

Let's meet for more pie at the Benjamin Franklin Hotel in Philadelphia.

H.H.



# PLANNING

## *for results in 1949*



By **CHARLES B. KONSELMAN**

*President Direct Mail Advertising Association*

As we look forward to the 31st Annual Conference of the Direct Mail Advertising Association, there is every reason to expect a traditionally fine and worthwhile meeting. Under the aegis of General Chairman Earle Buckley, the various committees have been hard at work for many months to insure that every one present at Philadelphia will have the opportunity to take part in a conference on direct advertising which will pay rich dividends.

All of us in advertising have the opportunity to attend more conventions each year than we can schedule. Indeed sometimes it seems that we could spend all our time at such gatherings.

Unfortunately, many meetings which should be of real value to those attending, fall far short of expectations. Many, through inadequate and insufficient planning and thought, are confined to the same old speeches sometimes delivered with different titles by different speakers. Many seem to be primarily play sessions, in which the delegates get together for a few days to see who can paint the convention city the brightest shade of red.

In some ways, this far too general convention pattern springs from a vicious circle of thought. Conference committees are not too concerned with planning good business sessions since "everyone wants to play around, not listen to speeches." Delegates on the other hand spend their time in the local hot spots and hotel bar because "who wants to hear the same old stuff?"

The net result of such thinking is of course poor meetings in which the high cost in time wasted and money spent with no tangible gain, reflects upon all annual meetings. The opportunities for securing real benefits from such conferences—for the interchange of invaluable information and ideas, for the rich stimulus of good speeches well presented, for renewed enthusiasm in the job ahead—are lost.

It is with pride that the DMAA points out that the Association's annual meetings are planned and executed with the prime objective of making a worthwhile contribution to the knowledge and experience of every one attending.

The coming conference in Philadelphia is no exception. And the theme of the meeting is exceptionally well taken from Rudyard Kipling's poem "The Elephant Child" . . .

"I keep six honest serving men  
(They taught me all I knew);  
Their names were WHAT and WHY  
and WHEN  
And How and WHERE and  
WHO."

Most of us are well aware that direct advertising has a unique and vital function to perform since it is the only medium which is equally

effective used both in combination with one or more others, and used independently. As a major *horizontal* medium, direct advertising must be a well coordinated and integrated element in every advertising campaign. As a primary *vertical* medium Direct Mail advertising must carry the whole load and produce profitable business.

Throughout the year DMAA members have the opportunity to improve their techniques and direct advertising methods and practices. Local meetings, interchange with other members, the Bulletin and REPORTER, all contribute to a better working knowledge. However, only once a year at the annual conference, are those interested in and using direct advertising given an opportunity to see and hear summarized the latest and best in direct advertising developments.

This year the three days devoted to the best answers to WHAT? WHY? WHEN? HOW? WHERE? WHO? in relation to profitable direct advertising planning for 1949, will be particularly valuable to conference delegates.

Direct advertising has grown up, is constantly receiving greater recognition in the advertising world for its important contribution to better dis-

*(Continued on Page 36)*

# HOW TO GET EXTRA PROFITS

Extra cash has many uses these days just ahead: to give you a larger appropriation for a bigger mail campaign; to buy new equipment; to help pay for keeping your list clean; to offset rising costs; or to give you a refreshing Winter Vacation, "all expenses paid"!

## "MOSELY sends the CHECKS"!

Over 18,000 MOSELY CHECKS, from \$8 to \$8,000, have been sent to owners of lists who are willing to address to them for NON-COMPETING MOSELY CLIENTS. You okay proposed User; he guarantees to make no copy of your names. Tests lead to volume mailings.

**ADDRESSING to YOUR LISTS for  
MOSELY VOLUME MAIL ORDER SELLERS  
will bring YOU EXTRA DOLLARS!**

You simply address empty envelopes for a few MOSELY VOLUME MAILER CLIENTS and get EXTRA INCOME year after year without sales cost or fuss. The experienced MOSELY ORGANIZATION makes all contacts and arrangements, entirely on a modest straight commission.



38 NEWBURY STREET • BOSTON 16, MASS.  
MAIL ORDER LIST HEADQUARTERS

CHARTER MEMBER, NATIONAL COUNCIL OF MAILING LIST BROKERS

SEPTEMBER 1948

**It will PROFIT YOU to register  
YOUR LISTS EXCLUSIVELY  
with MOSELY!**

Extra PLANNED PROMOTION will be given all year to get you EXTRA PROFITS from rental addressing to your Lists. YOU benefit over and over. WRITE TODAY in DETAIL to LIST DEVELOPMENT DEPARTMENT RE-9A.

FIND OUT MORE at  
**BOOTH 76**

Sept. 29, 30, Oct. 1, 1948  
**D. M. A. A. CONVENTION!**

## P. S.

The MOSELY ORGANIZATION works closely with VOLUME MAIL ORDER SELLERS to help them get NEW MAIL ORDER CUSTOMERS IN VOLUME. Breaking all records!

**"MOSELY  
Sends the Checks"**

# Mary had a little lamb

By JACK CARR

**I** GET IT STRAIGHT from the best-selling Nursery Rhyme Books that whenever Mary went shopping her list always included lamb chops. She loved 'em and her husband had a hankerin' for them, as well. She paid thirty cents a pound for her lamb chops. The butcher handled them with loving care and put a nice clean piece of white paper between them.

Mary and me have much in common besides tonsils. Far back as I can remember lamb chops held the number one spot on my menu. 'I'd

get 'em about an inch and a half thick. Cooked medium rare, sometimes with a slice of bacon holding them in warm embrace. Served on a hot platter, with Worcestershire or A-1 handy. Or, just for a cheerful change, I'd get a lamb chop and fried egg instead of the customary Ham-and . . .

Hell, I'm drooling down into this typewriter now. Pardon please, but a guy's gotta have his memories. Recently, in a hopeless effort to revive the past, I went into a butcher shop looking for lamb chops. Did I get them? Sure I did! Three lousy, little lamb chops, wrapped in greasy brown paper for \$1.40. And not even a "Thank you!" to soften the strain on my billfold. Like Mary I had a little lamb. Damn little!

Well, Mary is a middle-aged matron now and the memory of her "little lamb" is probably part of the pleasant past. Her time is taken up with babies and budgets and the high cost of a hungry husband. Maybe she misses her lamb. I dunno! But I really believe that what Mary misses most is the old-time "service with a smile" and a Thank You!

**Reporter's Note:** Here is Jack Carr again, folks. With an article written especially for the Convention issue. I showed him advance proofs of the cover and asked him to tell about the best pieces of pie in his Direct Mail set-up . . . thank you letters. Digest his suggestions thoroughly.



Recently I ran across an article written by a Mr. S. L. Workman, of Chicago. Looking backward through the pages of his scrapbook of imagination he pictures the joys of his bread-and-butter boyhood. Listen to what this chap has to say:

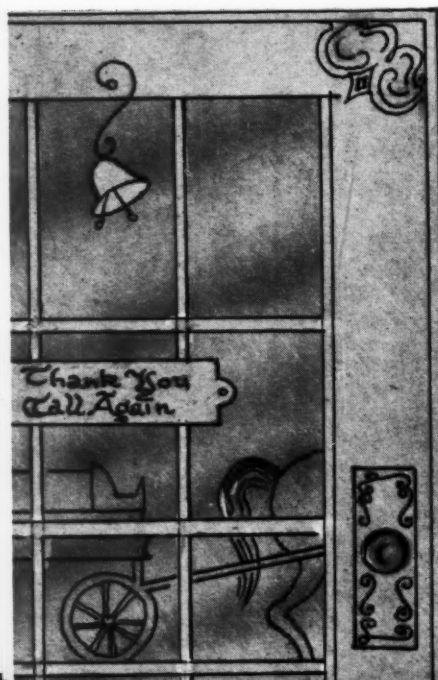
"Years ago, when I was a kid, Saturday night in our town, was looked forward to with much joy.

"Saturday night, Dad paid our grocery bill. The grateful grocer would always hand Dad a stogie. And always gave us kids a bag of chocolate candy.

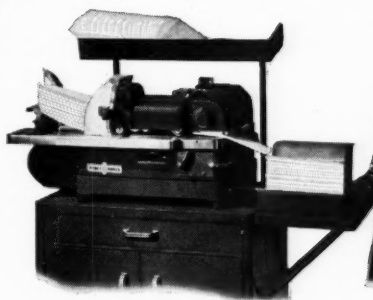
"The beaming butcher threw in a little liver for the cat. And a slice of baloney for us boys. It was their way of showing appreciation of Dad's trade. Crude courtesy, perhaps, but sincere."

Of course, no concern could afford to hand out liver, at today's prices. And chocolate candies might be messy. But . . . a simple, sincere THANK YOU . . . spoken or written would go a heluva long way toward creating and maintaining a feeling of friendly relationship between a good concern and its customers. Sometimes it seems that the words "Thank You" have become a part of a foreign language. To be found only in Mister Webster's well-known book.

(Continued on Page 16)







## *All from ONE postage meter!*

For every kind of mail...first class, airmail, special delivery, registered, postcards...booklets, publications, catalogs...parcel post, insurance and special handling charges...the exact postage needed is provided, as needed, by the same postage meter!

The postage meter *prints* postage, dated postmark, and your own advertisement, if you like...directly on the envelope, and seals the flap at the same time...prints on gummed tape for parcel post. The meter displaces the adhesive stamp and stamp sticking...makes postage always available in any value needed...protects postage from loss, theft, misuse...records postage available and used on visible registers...speeds mailing, saves time, effort, and usually postage. And metered mail moves faster in the postoffice, can often make earlier trains and planes.

Today virtually every office, large or small, can afford a postage meter. If yours doesn't have one, call the nearest Pitney-Bowes office, or write for illustrated booklet...

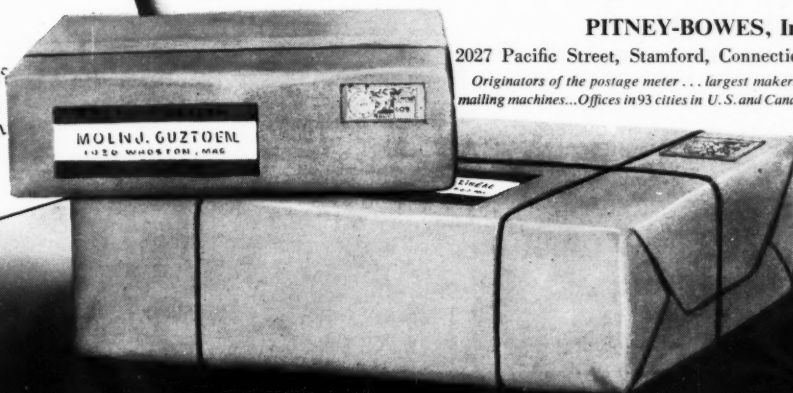


**PITNEY-BOWES** *Postage Meter*

**PITNEY-BOWES, Inc.**

2027 Pacific Street, Stamford, Connecticut

Originators of the postage meter...largest makers of mailing machines...Offices in 93 cities in U.S. and Canada.



**Meet MR. KOGOS**

at the **Convention**

He is the Owner of

## MAILING LISTS

that have been

**TESTED**

and found

**PROFITABLE**

by these and many other

**LEADING**

**MAILERS**

Alexander Hamilton Institute

Barron's

Kiplinger

McGraw-Hill

Consumer's Research

C. S. Hammond

Esquire

J. B. Lippincott

Macmillan

Newsweek

Science Service

Scientific American

U. S. News

John Wiley

Some of our

**TESTED  
MAILING  
LISTS**

guaranteed for

**ACCURACY AND  
DEPENDABILITY**

- 50,000 Art Book Buyers
- 80,000 Chemists
- 250,000 Contributors
- 25,000 Collectors of Specimens
- 26,000 Jewish Lawyers
- 59,000 Jewish Physicians
- 100,000 Music Lovers
- 40,000 Negro Professionals
- 63,000 Phi Beta Kappa
- 60,000 Men Active in Politics
- 46,000 Laboratory Technicians
- 35,000 Women in Business and Industry

Many other lists available for every need.  
Ask for descriptive cards.

**Industrial  
List Bureau**

45 ASTOR PLACE  
NEW YORK 3, N. Y.  
GRamercy 7-5169

That's really a pity because the basis of American business was built on personal service and smiling appreciation of people's patronage. However, there are still some business concerns who take the time and trouble to say Thank You! And just to show you how simple it is, if you really care to know, read these little letters.

Here's how the Henry Sullivan Engraving Company of Milwaukee, Wisconsin, does it:

name  
address  
city

It's so easy to forget!

Probably that's the real reason the habit of tying a piece of string around a finger was originated. By some forgetful fellow.

We're much too modest to say our memory is better than the average. But there is one thing we don't forget. And it does not require a string on the finger to remind us:

We don't forget to say . . . *Thank you!*

And we don't forget to express our gratitude and appreciation to you in permitting us to provide the Christmas Cards you bought from us.

We hope your selection was satisfactory in every way. And brought pleasure to those to whom you sent these Christmas Cards.

So *thank you* once again and may the New Year add a full measure to your happiness.

Cordially yours,

(Signature)

Henry Sullivan Engraving Co.

How many times have you made a cash contribution to some charitable cause and heard no more about it? Until they called on you again. Well, here's one charitable organization which learned that it pays to say . . . *Thank you!*

name  
address  
city

Many men will remember—

back in the barefoot days of boyhood, when they would stop by the side of a stream and throw pebbles into the smooth surface.

Then watch with interest the ever-widening ripple of waves that seemed to go on and on.

Out of the generous impulse of your heart you recently sent us a contribution. Perhaps, to you, this fine thought was forgotten as quickly as the pebble tossed into the stream.

But I wonder if you realize how far-reaching in its effect was this helpful

action on your part. If you can guess the cheerfulness and happiness it brought some boy or girl.

They cannot thank you personally but we CAN express their grateful feeling for you. And making them happy should make you happy too.

May God bless and guide you through the year.

Thankfully yours,

(Signature)

Volunteers of America

The sales of the Royster Guano Company of Norfolk, Virginia are mostly made through the thousands of agents who represent them in every town and hamlet in the Southeast section. Twice a year every agent receives a Thank You letter. The growth of the Royster organization is the best possible proof that appreciation pays dividends. Here is a sample of the type of letter they use:

name  
address  
city

Do you sometimes wonder—

what on earth has happened to that old-time courtesy that once played such a prominent part in American life and business?

In many cases it seems sadly missing today. And you'll hear it said that purchasing some products is pretty much a pain in the neck.

Where once the word was . . . *WEL-COME* on the mat. A sign now says . . . *Don't Ask for This or That!*

A sincere *THANK YOU* is so seldom anymore, you may not find them in the next dictionary.

Well, maybe we're somewhat old-fashioned. We still believe in courtesy and we haven't forgotten how to say . . . *THANK YOU* to fine folks like you . . . the Royster Agents everywhere.

Goodness knows there have been plenty of perplexing problems. Allocations of materials and labor shortages made it impossible to supply our Agents with all and when they wanted.

Their fine sympathetic spirit of cheerful cooperation makes us feel we've held their high regard. For which we're very grateful.

Cordially & Thankfully

(Signature)

Telling you this for—

Royster Guano Company

That's the last of the lesson for today, boys and girls. *THANK YOU* for your reading time. And if I've handed you a helpful hint, I'm very happy.

J.C.

THE REPORTER OF DIRECT MAIL ADVERTISING



## THE CONVENTION!

By EARLE A. BUCKLEY

(Vacationing in Maine)

What a lovely thing is an Associate General Chairman. Thanks to mine, who is a good Joe named Dolson, and Jerry Gray and the other committee members, I have been able to get away from civilization for awhile and just loaf. As I write this I am in the woolly wilds of that great New England state, Maine, which as *it* goes, so goes the nation, or at least so goes the saying.

It *is* wild up here, too. A moose ran under my bed the first night and bear look in the windows at us every evening while we read. I *think* they're bear, at least they have nothing on. The fishing, they say, is wonderful, although the first time out on the lake all I caught were 22 large salmon, 1 man-sized bass, a 14 pound woodchuck and a cold in the head. I'm kidding about the cold in the head, of course.

The Convention? What Convention? Oh.

Well, in the first place, it isn't a Convention at all. Shame on me for mentioning the word. It's a CONFERENCE, where all kinds of people from all walks of life and from many parts of the country will confer together on all sorts of subjects like fishing . . . I mean Mail Order, Industrial, Retail, Public Relations . . . inquiry getting, order seeking, good-will building . . . the whole field of Direct Advertising.

You won't want to come to this 1948 Conference of the DMAA if you already know all there is to know about Direct Advertising. What would be the use? But if, like most of us, you occasionally have to hunt for an idea . . .

Speaking of hunting, I never knew there was any like there is up here. The deer are actually *considerate*. Three of them were killed in the rush just trying to get in the way of my gun. Two others climbed on the running board of the car and hung on by their big antlers until we got home, when they dropped dead of sheer exhaustion.

*Ed. Note—Earle knows full well there's no deer hunting allowed in August, so there's no point in warning him. If he wants to run the risk of a big fat fine, let him.*

The Convention?

Oh yes, the Convention.

Well, I guess you'd say the main purpose of it is to give you and me a chance to sharpen our wits. (Mine  
(Continued on Page 18)

get dull every so often. I don't know about yours). To give us an opportunity, in congenial and pleasant circumstances, to meet and rub elbows with people who have more or less the same interests; to hear first-hand about the experiences of others who perhaps have tried things you and I have wondered about for years; to see and talk about the actual campaigns that have *proved* their right to be displayed with the best in the entire country.

This year, our speakers—all leaders in their field, all well-known authorities—are being asked to key their talks to 1949, to tell us in the simplest possible terms what we should do to make next year the most effective year from the standpoint of direct advertising results that we've ever had.

That's why we turned to Kipling's "six honest serving men" to help describe our theme for this important conference. You and I want to know the **WHAT** and **WHY** and **WHEN**, and the **HOW** and **WHERE** and **WHO** of every phase of Direct Advertising. We want the practical "low down", right

from the horse's mouth, for easy application to our own problems. And your Committee, bless their hearts, will see to it that we get it.

If this sounds a little incoherent it's because I'm writing as I fish and that takes a little doing. You see, I don't have an awful lot of room. We use live cats for bait and the boat is half filled with cats and half with fish. That doesn't leave even a little guy like me much space. It will straighten itself out pretty soon, however, because some of the cats are sure to eat some of the fish and vice versa. Whoops! There's a strike. Wait a sec 'til I pull it in . . .

It was just a 54-pound tuna and I had to throw it back. You're not allowed to keep them unless they weigh as much as you do. It isn't considered sporting up here to catch anything that doesn't have an equal chance to catch you. If I don't get back from this much needed vacation, it will simply be because I have met my match. Imagine, one poor fish caught by another.

But I keep forgetting the Convention—

How can you help it though in a place like this? Moose, deer and elk on every side. Fish so plentiful they even come out the faucet into your bath tub. Birds the size of albatross. Horses so tame you can ride them with a saddle. Even dogs are occasionally seen here.

Well, anyway, you want to plan *now* to attend the 1948 DMAA Convention (excuse me, Conference). I'm not given to exaggeration, as I'm sure you know, but I will say this—it will be the biggest, best, finest, most helpful, most practical, most down-to-earth, the most colossally enormous concentration of Direct Advertising brains ever to be gathered together under one roof. In addition to that, it's going to be good and if you don't agree 100%, you can ask for your money back.

Come on, sign up now, won'tcha please?

## A Knockout For Letters

An order from a new customer will cost from \$20 to many hundreds of dollars. Succeeding orders cost much less. Many sales managers have pushed the sales curve up, while keeping selling cost down, by simply cultivating the customers already on the books. It has been accomplished by constant, personal contact—by mail. Even this was somewhat costly and difficult before the introduction of Robotyper. With this ingenious, new office machine, the production of individually typed letters has become easy and the cost comparable with that of form letters. Your secretary can operate Robotyper while she is performing other duties. Or one operator can control as many as four machines—each machine turning out original letters three times as fast as your best secretary.

Find out how sales can be increased through the use of Robotyper—the robot secretary. Write today for complete details.

**SEE ROBOTYPER! D.M.A.A. EXHIBIT, BOOTHS 67-68**

# Robotyper



*Offices in Principal Cities*

**Robotyper Corporation**  
Detroit 34, Michigan

**Robotyper Corp. of Canada, Ltd.**  
Toronto, Ontario





**CHARLES B. KONSELMAN**  
*Adv. & Public Relations Manager*  
*A. & M. Karagheussian, Inc.*  
*New York, New York*



**EARLE A. BUCKLEY**  
*President*  
*Earle A. Buckley Organization*  
*Philadelphia, Pa.*



**J. W. DOLSON**  
*Industrial Advertising Manager*  
*Hercules Powder Company*  
*Wilmington, Delaware*

*Headliners!*



**ARTHUR H. (Red) MOTLEY**  
*President of*  
*Parade Publications, Inc.*



**DALE Y. ECTON**  
*Manager,*  
*Advertising Distribution*  
*Trans World Airline*  
*Kansas City, Missouri*



**A. M. SULLIVAN**  
*Advertising Manager*  
*Dun & Bradstreet, Inc.*  
*New York, New York*



**HARRY E. FOSTER**  
*President*  
*Harry E. Foster Agencies, Ltd.*  
*Toronto, Ontario, Canada*  
*King Edward Hotel*



**FRANK FRAZIER**  
*Executive Director*  
*Direct Mail Advertising*  
*Association*



**JEROME B. GRAY**  
*President*  
*Gray & Rogers Advertising*  
*Philadelphia, Pa.*



**ELLIS G. BISHOP**  
*Advertising & Sales Promotion Mgr.*  
*Royal Typewriter Company*  
*New York, New York*

*Register NOW for the*  
**31st ANNUAL  
 CONFERENCE**  
 OF THE  
**DIRECT MAIL  
 ADVERTISING  
 ASSOCIATION**  
**INC.**  
**Benjamin Franklin Hotel**  
**PHILADELPHIA**  
**SEPTEMBER 29, 30 and OCTOBER 1**  
**1948**  
**Planning for Profitable**  
**Direct Advertising**  
**in 1949**  
**THE ANSWERS TO WHAT AND WHY**  
**AND WHEN AND HOW AND**  
**WHERE AND WHO**



**EDWIN F. THAYER**  
*President and Publisher of Tide*



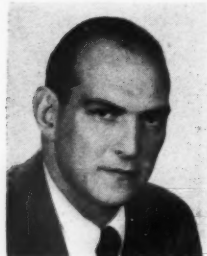
**JOHN ORR YOUNG**  
*President of*  
*John Orr Young &*  
*Associates*

**General Session!**  
**Departmentals!**  
**Exhibits!**  
**Best of Industry Leaders!**  
**Luncheons!**  
**Supper and Entertainment!**  
**Get-Acquainted Party!**

**YOU DON'T HAVE TO BE A  
 MEMBER OF DMAA TO AT-  
 TEND THIS CONFERENCE...**

# "PLANNING FOR PROFITABLE

*Time*



**EDWARD N. MAYER, JR.**  
President  
James Gray, Inc.  
New York, New York



**LAWRENCE G. CHAIT**  
Direct Mail Manager  
The Wall Street Journal  
New York, New York



**HENRY HOKE**  
Publisher  
The Reporter of Direct Mail  
Advertising  
New York 17, New York



**KENNETH C. PRATT**  
K. C. Pratt, Incorporated  
New York, New York



**BOYCE MORGAN**  
Managing Director  
The Kiplinger Washington Agency  
Washington 6, D. C.



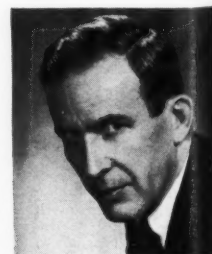
**L. ROHE WALTER**  
Director of Public Relations  
The Flintkote Company  
New York, New York



**J. S. McCULLOUGH**  
Mgr.  
Sales Promotion and Advertising  
The Yale & Towne Mfg. Co.  
Philadelphia 24, Penna.



**JOHN W. REINHARDT**  
Advertising Manager  
Proctor & Schwartz, Inc.  
Philadelphia 20, Pennsylvania



**DAVID McLANE**  
Staff Photographer  
Acme Newspictures  
New York 1, New York

"I keep six honest serving men  
(They taught me all I knew):  
Their names are WHAT and  
WHY and WHEN  
And HOW and WHERE and  
WHO."  
— Kipling

## Wednesday, September 29th

- 9:00 a.m. Registration Desk Opens (Mezzanine Floor)  
9:30 to 12:30 Uninterrupted period for inspection of Commercial Exhibits and for study of first showing of winners in BEST OF INDUSTRY Direct Mail Advertising Contest (Mezzanine Floor).  
12:30 Opening Luncheon and First General Session (Ballroom)  
Introduction by 1948 Conference Chairman—Earle A. Buckley.  
Chairman: Charles B. Konselman, Adv. & Pub. Relations Mgr., A. & M. Karagheusian, Inc., New York, DMAA President.  
Luncheon: Guest Speaker: Arthur H. (Red) Motley, President, PARADE Publications, Inc., New York.  
Recess (15 minutes).  
2:15 p.m. Keynote Speaker: Edwin F. Thayer, President and Publisher, TIDE Magazine, New York. Title: "Let's Banish the Circular File."  
Introduced by Edward N. Mayer, Jr., Pres., James Gray, Inc., New York . . . DMAA Director.  
Announcement and awarding of certificates to winners of 1948 BEST OF INDUSTRY Contest. Ellis G. Bishop, Chairman, Contest Board of Judges (Advertising Manager, Royal Typewriter Co., New York.)  
DMAA Annual Business Meeting.  
6:00 p.m. to 8 p.m. "Get-Acquainted" Cocktail Party—staged by Board of Directors of DMAA.

## Thursday, September 30th

- Morning—Presiding: J. W. Dolson, Industrial Advertising Manager, Hercules Powder Co., Wilmington—Conference Associate Chairman.  
9:30 1. WHAT . . . Speaker: Gordon James, Jr., Field Representative, Shell Oil Company, Inc., New York.

## OF THE 1948 DIRECT MAIL ADVERTISING

2. WHY . . . Speaker: D. V. Bauder, E. I. du Pont de Nemours & Co., Inc., Finishes Division, Wilmington, Delaware.  
3. WHEN . . . Speaker: Harry J. Deines, Vice Pres., Fuller & Smith & Ross, Inc., New York.

Recess (2 hours)

Afternoon—Presiding: Howard Dana Shaw.

- 2:00 1. HOW . . . Speaker: John B. Mannion, Adv. Mgr., Austenal Laboratories, Inc., Chicago.  
2. WHERE . . . Speaker to be announced.  
3. WHO? . . . Speaker: Lester Suhler, Sub. Mgr., LOOK Magazine, Des Moines, Iowa.

Recess

Evening . . . starting 6:30 . . . Buffet Supper and Entertainment—staged by Board of Directors of DMAA.

## Friday, October 1st

9:30 a.m. to 12 noon . . . 5 Departmentals

### 1. Mail Order

- Presiding: C. Austin Miles, Adv. Mgr., P. J. Ritter Co., Bridgeton, N. J.  
(a) Speaker: Robert Stone, Vice Pres., The National Research Bureau, Inc., Chicago, Illinois  
(b) Speaker: Ernest H. Brian, Adv. Mgr., Wally Frank, Ltd., New York  
(c) Speaker: Lawrence G. Chait, Direct Mail Manager, The Wall Street Journal, New York

### 2. Fund Raising and Public Relations

- Presiding: L. T. Alexander, Mgr., Direct Mail and Supply Divisions, E. I. du Pont de Nemours & Co., Wilmington, Delaware.  
(a) Speaker: Max L. Spray, Dir., Public Information for the Eastern Area of American Red Cross, Philadelphia, Pa.  
(b) Speaker: George Hammond, Exec. Vice Pres., Carl Byoir & Associates, Inc., New York.  
(c) Speaker: Harry W. Smith, Jr., Harry W. Smith, Inc., New York.

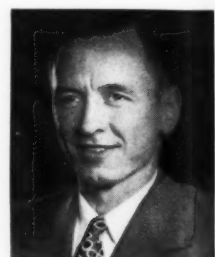
## HOW TO REGISTER . . .

Please register IN ADVANCE, because we must anticipate luncheon attendance, among other things. Use enclosed registration blank and mail all registrations up to and including September 15th to DMAA headquarters in New York. After September 15th, mail your registrations and checks care of Mr. Arthur J. Adler, James T. Cassidy, Inc., 1440 Wood Street, Philadelphia 2, Pa. Make all checks payable to: Direct Mail Advertising Association.

Bring your associates and friends, but provide for their reservations early. You don't have to be a member of DMAA to attend this 3-day conference. All users, producers, and suppliers of Direct Mail and Mail Order are cordially invited.



**LESTER SUHLER**  
Subscription Manager  
LOOK Magazine  
Des Moines, Iowa



**JOHN D. YECK**  
Yeck & Yeck Advertising Agency  
Dayton, Ohio

# DIRECT ADVERTISING IN 1949"

inable

## VE G ASSOCIATION CONFERENCE

### 3. Industrial:

Presiding: Harry A. Porter, Vice President, Harris Seybold Company, Cleveland . . . DMAA Director.

(a) Speaker: L. Rohe Walter, Director of Public Relations, The Flintkote Company, Inc., New York.

(b) Speaker: R. P. Miller, Advertising Manager, Wilmington Hosiery Mills, Wilmington, Delaware.

(c) Speaker: J. S. McCullough, Advertising and Sales Promotion Manager, Yale & Towne Manufacturing Co., Philadelphia, Pa.

### 4. House Organs:

Presiding: William E. Frazier, John Faulkner Arndt, Inc., Phila., Pa.

(a) Speaker: K. C. Pratt, K. C. Pratt, Inc., New York.

(b) Speaker: Paul Ackerman, Editor, "The Car Builder," Pullman-Standard Car Manufacturing Co., Chicago.

(c) Speaker: H. S. Foster, Advertising Director, The Mead Corporation, New York.

### 5. Fundamentals

Presiding: W. D. Molitor, Director of Sales, Edward Stern & Co., Philadelphia.

(a) Speaker: Harrie A. Bell, Advertising Manager, Allen, Lane & Scott, Philadelphia.

(b) Speaker: Alice Honore Drew, Advertising Consultant, Forest Hills, New York.

(c) Speaker: John W. Reinhardt, Advertising Manager, Proctor & Schwartz, Inc., Philadelphia, Pa.

### 12:30 noon—Official Luncheon.

Presiding: DMAA President-Elect.

Guest Speaker: John Orr Young, President, John Orr Young & Associates, Public Relations Counselors, New York. (Co-founder of Young & Rubicam Advertising Agency . . . author of articles currently in *Printer's Ink*, soon to be published in book form.)

2:15 p.m. to 5 p.m.—General Clinic

Moderator—Henry Hoke, Publisher, The REPORTER of Direct Mail Advertising.

1. *Copy*  
Consultant: John D. Yeck, Yeck & Yeck Advertising Agency, Dayton, Ohio.

2. *Art*  
Consultant: Hamilton Cochran, Curtis Publishing Co., Philadelphia.

3. *Production*  
Consultant: Kathleen Anderson Walsh, John Gilbert Craig Advertising, Inc., Wilmington, Del.

4. *Paper*  
Consultant: Edward L. Grant, Art Director, Hercules Powder Co., Wilmington.

5. *Public Relations*  
Consultant: Thelma Beresin, Director of Public Relations, Gray & Rogers, Philadelphia, Pa.

6. *Postal Regulations*  
Consultant: Edward N. Mayer, Jr., President, James Gray, Inc., New York. Guest: Nelson B. Wentzel, Deputy Third Ass't. Postmaster General.

7. *Printing and Lithography*  
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11. *Fund Raising*  
Consultant: Robert Roy, Publicity Director, Community Chest, Philadelphia, Pa.

Final Inspection of Commercial Exhibits—Exhibits close 6 p.m.



**ALICE HONORE DREW**  
Advertising Consultant  
Forest Hills, New York



**ROBERT ROY**  
Public Relations Director  
Community Chest  
Philadelphia, Pa.



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Harry W. Smith Incorporated  
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**H. C. HENDERSON**  
Manager, Direct Mail Division  
McGraw Hill Publishing Co., Inc.  
New York 18, New York



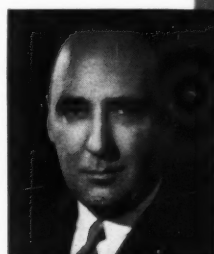
**EDWARD GRANT**  
Art Director  
Hercules Powder Company  
Wilmington, Delaware



**HARRY J. DEINES**  
Vice President  
Fuller & Smith & Ross Inc.  
New York 17, New York



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# JOG THE READER BUT DON'T SPANK HIM

## *Reminder and Follow-Up Letters Must*

### *Detour the Reproachful Tone;*

### *Four Rules to Paste in Your Hat*

By HOWARD DANA SHAW

A Direct Mail specialist of considerable experience took his wife to the races one day. When the first event was over, she said to him: "George, look at that horse. He has made more money in three minutes than you have in a business career stretching over 42 years."

Some men's wives, it is alleged (not yours or mine), have a way of *rubbing in* their spouses' failures that is euphemistically called nagging. And some parents habitually do the same thing to their children; only in this case it is known as scolding . . . or sometimes spanking.

If you've had anything to do with bringing up children, you have learned that they seem to like it—they will go to almost any extreme to get spanked—but it doesn't ordinarily change their ways! Children, even as thee and me, live up (or down) to their reputation. They conform to the ideas that people plant in their minds. Let's establish that little psychological point before proceeding to the subject of the day.

Call it nagging, scolding, reproofing, or any of the long list of synonyms for trying to set people straight, it appears to describe the

main central sin of many letter writers when they send reminder or follow-up letters. Sometimes it's almost hidden, and the writer doesn't see it at all. But the reprimanding tone is still woven into the atmosphere of the message, and I believe the reason is this:

It's an old familiar character in the Direct Mail business . . . the failure to clearly define the objective of the work. Instead of remembering that our aim is to get inside the reader's head and bring about a result, we let our minds dwell entirely on what we have to say, what we wish to "get across." We are striving and straining to express ourselves, to get something off our chest, to bring the matter "to the attention of" the prospect. What we should be doing is devoting most of our thought to the impact of our words and ideas on the man at the other end of the line, what he will accept and absorb, how he will react.

There's no kind of a letter in which we should be more careful to be diplomatic and friendly, more aware of how the recipient "comes back at us" in his mind, than in the reminder letter. If the reader hasn't done what we wanted him to do the first time,

it's only human nature to take out our exasperation on him, like nagging a husband or rebuking a child. But that isn't the way to get results.

Here's what I call a praiseworthy example of one of the right ways to do it—mailed by the Kiplinger Magazine:

Dear Mr. Shaw:

I'm writing you because, if our positions were reversed, I certainly would want you to write me. It's about that special offer we made you a few weeks ago . . . Not having heard from you, I'm afraid our letter may not have reached you—or, being busy, you simply forgot about it.

You see he doesn't really put the blame on me at all. He blames two contingencies: the letter may not have reached me, or I may have been busy. In other words, he assumed there was a good reason for not having received a response. Instead of censuring me, he saved my face.

Another effective way to sidestep the reproach is to take the blame yourself. You can say: "I've been wondering if perhaps I failed to make myself clear." This may be a hard gesture for some to make, but if a fellow is too egocentric to put himself in the subordinate position, he will never make a score in the letter



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writing business. Because if there is anything more vital to results than putting your reader on a pedestal and building up his conception of his own importance, I have yet to meet it.

Of course we are covering a lot of waterfront to talk about follow-up and reminder letters. It can mean processed letters or letters dictated to individuals. You can have collection letters, sales letters to "follow up" an inquiry, various kinds of campaigns and series, letters to follow the salesman's call, and many more. But I am sticking my neck out and defining the subject as any letter which you mail after a previous contact, whether the contact was by mail, by ad, by telephone, or by personal call.

If you are thinking of a string of Direct Mail contacts or letters for the purpose of cultivating or goodwill-building or getting ready for a salesman's call, then the point about scolding is not so pertinent. But if some previous contact sought a tangible answer of some kind, and didn't get it, then watch out for the chiding tone. Don't rub in the reader's negligence. And you can detour this error, among other ways, by:

(1) Adopting the attitude that there is some good reason why the reader hasn't responded.

(2) Taking the blame yourself.

And whatever species of follow-up (or follow-down) letter it is, here are two more rules for the book:

(3) Give it a new look. Make it shorter, or longer, or differently set up, or use a different color. Make it an imitation telegram or a memo form or an invitation, or fix it up in the style of a program or menu or report card or summons or something. Find a method that will dramatize your offer or your product, or locate a gadget that helps tell the story (but don't send a piece of string for his finger because that brings up his shortcomings again). If nothing else, then at least put it in a different envelope. Sameness of envelope and printed corner card have ruined millions of dollars worth of Direct Mail because the reader says to himself: "Oh, another one of those things from Gadson's Gewgaws; I've seen that before."

(4) Find a new angle or offer a new idea. The salesman who clicks

with you—and the one who gets the order—is the one who brings you some new approach to your problem or some new use for his product. And it's the same way with letters. Especially if you tried before and got no response, it's important to get a new slant. If a certain appeal or argument didn't work in the first letter, it probably won't work in the second. A stunt often used for follow-ups consists of sending a carbon copy of the previous letter attaching a brief memo or writing a few words across the corner. This has the advantage of a varied appearance, but it's repeating the same argument—unless your memo or handwritten note brings in an additional point.

A series of three retirement letters for a life insurance man, for example, might run like this: The first one would talk up the beauties of receiving a check on the same day of every month as long as the prospect lives. Then the second letter could show that, because of high taxes and low interest rates today, there's only one good way left to save money for retirement. And the third communication might be devoted to the idea that the life insurance method is not only foresighted, but because of the unquestioned safety and high annuity income rate promised, it releases more money for today's spending.

But in attempting to get something new into each successive letter, here are three tips to paste in the letter-writer's hat:

(a) Keep everlastingly in mind what you are aiming at—the purpose of your letter.

(b) Tell enough to make the "sale." If you want results, write a pretty complete story. Don't fall for the professorial piffle that one letter should attract attention, another should build interest, etc. Too many things happen between letters. People's memories are too short. You know about the pious letter writer who got such a marvelous idea for a campaign that he went into his garden to thank God for it, and on arising from his devotions found that he had forgotten what the idea was.

(c) Push for an answer or a "close" in every letter. Whatever you seek as the objective of your epistle—an inquiry, an order, or a



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certain frame of mind—keep the target before you and ask for the result you want. And make it easy for the reader to give it to you.

Finally, a handful of other rules against which reminder and follow-up letters should be checked for greatest effectiveness: Be helpful. Be interesting. Be specific. Be friendly.

Two questions that are often asked me about letters in series are "How many?" and "How often?" If you

have any way of measuring results, the answer to the first question is easy: As many as will pay out. When they stop pulling, stop mailing 'em. I've seen magazine renewal mailings run to 15. If you can't record results in a tangible way, somebody just has to make a good guess—usually the boss or the client—or you keep going till the money runs out. If you're building community prestige, establishing your name as a merchant or tradesman or salesman, the answer is *keep going*. Never stop. But try hard to appraise the value of the mailings as you go.

Regarding frequency, I believe the consensus of tests indicates that three weeks is about as short an interval as will prove effective. Of course this depends on product and prospect. Obviously letters sent too often, or a reminder message too close on the heels of its predecessor, loses force. And if too long a time elapses, there isn't enough connection with what went before. On the average, I recommend monthly mailings. Sometimes,

especially in the early stages of a collection series, you can safely make it three weeks.

In life insurance, where I do most of my work, here are some of the ways in which letters are used as defined for this article . . . following some kind of previous contact:

A. To say thanks after the interview. An increasing number of substantial producers are doing this as a part of their routine. A prominent agent in Philadelphia writes a long-hand note with two purposes in mind . . . to thank the prospect for the interview and to continue the prospect's thinking along the same sales track.

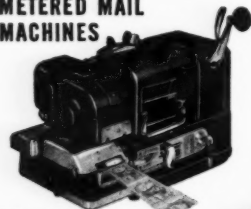
B. To reinforce the sales story. In spite of what the trainers teach, the average insurance man uses the multiple-interview plan; and while the prospect is thinking it over, the letter helps him see it in print. It can keep the slow mind simmering instead of trying to strong-arm it. A Great-West representative swears that such a letter sold a policy . . . a letter in which he re-emphasized the points which the prospect found most interesting.

C. To bid for the goodwill of the prospect who turns the agent down. An Aetna man thought he had lost his case to a competitor, but wrote a letter to say "Thanks anyhow." The prospect's wife called him on the phone, saying she knew he must be a substantial insurance man to write a letter like that, and they wanted him to have the business.

D. To re-open a case. An agent of the Equitable of Iowa finds "There's something funny about a letter . . . you can say things you wouldn't say in person." He uses letters as ice-breakers, and reports the instance of a friend who declined to buy. The agent wrote a letter, called him up, and made the sale. "Under the circumstances," writes this agent, "it would have been embarrassing to approach him again without a letter sent ahead."

So it looks as though there are more kinds of follow-up and reminder letters than you can shake a stick at . . . and they'll bring home big dividends if you will watch out for the scolding approach and KEEP IN MIND WHAT YOU WANT DONE.

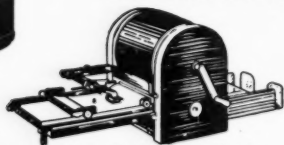
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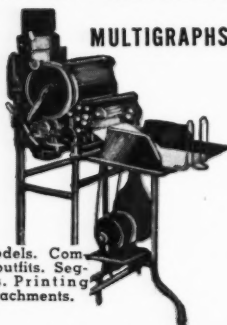
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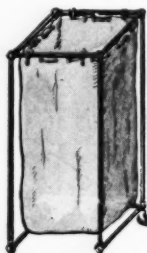
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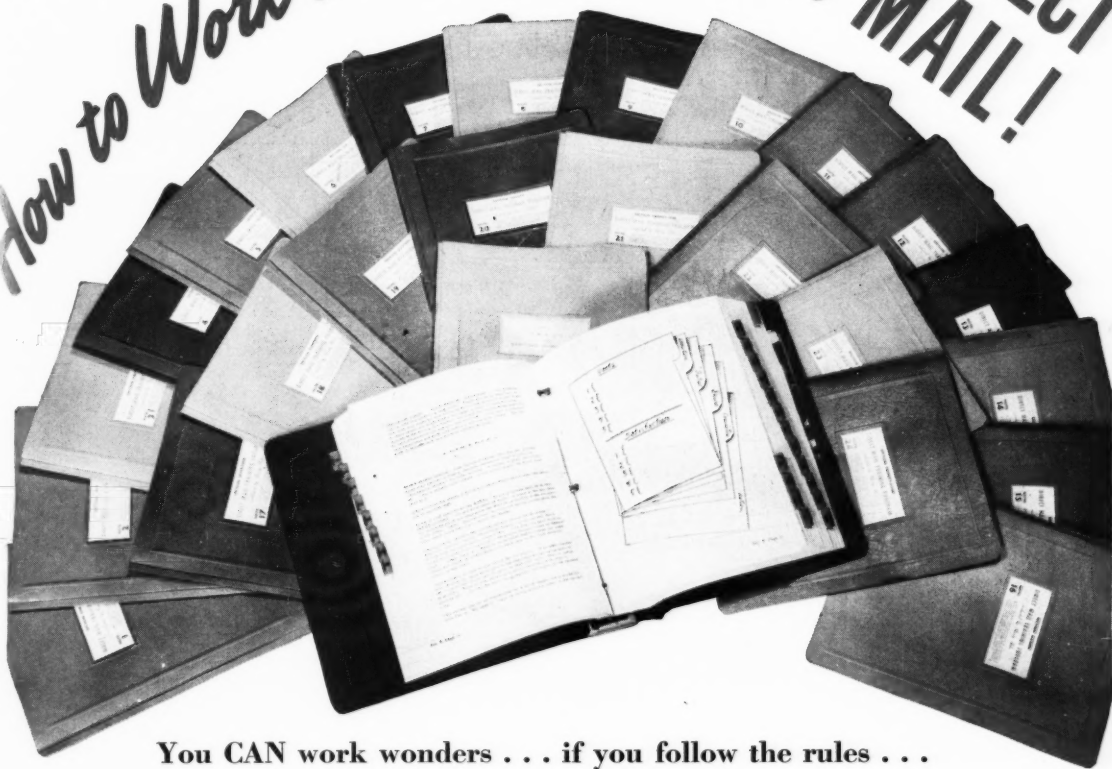
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You CAN work wonders . . . if you follow the rules . . .

Direct Mail is a BIG subject. It has many angles. Many pitfalls. Lack of experience and know-how can lead to a tremendous waste of money. Waste of effort, too.

But Direct Mail can be made simple. The experiences of the past twenty-five years can be coordinated *step-by-step* . . . to give the user of the mail an effective, money-saving and money-making working guide. One complete package . . . to give your direct mail the extra punch, the right direction, more powerful results.

Henry Hoke, Editor of The Reporter of Direct Mail Advertising, has created such a guide. A year-long training program . . . by mail. It is bunkless . . . and down-to-earth. It promises no sensational revelations . . . just plain understandable explanation of all the facts and theories about Direct Mail in an orderly sequence.

Every two weeks, the "students" (now in 28 states, plus Canada, England and Hawaii) receive one complete section in a temporary binder. Sections can be studied by any number of persons within any organization. Material is then transferred to sturdy, permanent binder (furnished)

. . . which, when completed with final index, becomes a complete 800 page encyclopedia of Direct Mail. Every conceivable phase is covered . . . from basic fundamentals to copy and production techniques for all types of mail promotion.

The program is under personal direction of Henry Hoke. He conducts examinations by mail and personally criticizes the work of each enrollee.

First group of "students" started in February of 1948. Already . . . unsolicited reports are coming in of improvements in Direct Mail technique . . . of *actual savings* of much more than the fee involved.

The fee for the entire year's program is \$115 cash in advance . . . or a partial payment of \$25 down, plus \$10 per month for 12 months.

If you are seriously interested in improving your Direct Mail operations or in training "junior" assistants . . . write today for application form. New groups are being started every two weeks.

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# Direct Mail Boosts Air Transportation

AIR MAIL



By DALE Y. ECTON

*Manager, Advertising Distribution, Trans World Airline*

Like all young and growing businesses (we're not yet 25 years old), we in TWA were forced to use the trial-and-error method in many phases of our early activities. Our pilots, for instance, had to fly partially by instinct back in 1929 when our predecessor company, Transcontinental Air Transport (T-A-T) established the first coast-to-coast, air-rail service, and later the first all-air service between New York and Los Angeles.

The pilots in 1929 were guided by CFR (Contact Flight Rules), but more commonly called in those days, "by the seat of their pants." They used railroads and highways as navigational aids. Their decisions on whether flights would be undertaken were based on the simple expedient

of looking at the sky and determining if the weather was threatening.

In like manner, our airline advertising in those early days of commercial airline operation was of a more or less haphazard quality. We were not yet certain of the pattern we should follow and we determined that pattern only after trying a great many different tactics.

Direct Mail joined the sales force of TWA early in the game, and ever since it has been a regular member of the squad. Sure, we had to take the bumps and call for the water boy occasionally because of temporary setbacks, but gradually our functions became more clearly defined and things began to run more smoothly.

Now that we have settled down and are running in high gear, making gains with each effort, our Direct Mail is keeping pace and is sailing along in tune with our over-all sales program.

Direct Mail works for TWA in a variety of ways: *Timetables*, each month, to keep our clients and prospective customers posted on current flight schedules; descriptive *folders* to point up the attractions of various interesting places and how easy and convenient it is to get there via TWA; *brochures* tell of the advantages of various TWA services, Air Cargo to speed delivery, reduce inventory stock, wider market area for perishable products.

To help keep things lively, we expand our service to new cities and each time we do so, we have a new field of potential customers, all to be classified and provided with full information about TWA services and how those services tie in with our passengers'—or our potential passengers' individual needs and desires.

We carry on complete campaigns beamed to selected groups, such as the "Quickie Vacation" to the Sun  
(Continued on Page 30)

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*Reporter's Note:* Dale Ecton takes time out from his regular job to work for the whole Direct Mail field as Vice President of the DMAA. We asked him to tell us for this Convention Issue how TWA feels about and uses Direct Mail. Here is an interesting case history.

# Contact

designed by *Frank Riley*

## Contact Bold Condensed...and

cast in sizes from 8 point to 84 point

## *Contact Bold Condensed Italic*

cast in sizes from 8 point to 72 point



foundry cast by *ATF*

*Ask for complete specimen showing*

## AMERICAN TYPE FOUNDERS

Branches in principal cities

Country in the Southwest. We conduct this particular campaign during the winter and direct it at overworked and weary doctors, lawyers, business leaders and all who can be persuaded to break their year so as to include a winter holiday or vacation.

For the summer we send out literature on vacation lands and about special tours for teachers and students. We direct time and money-saving tips especially to businessmen. Letters are used regularly and for a wide variety of uses which include the announcements of service to new cities or increased services along an established route.

The data for our mailing lists is obtained in many ways; some old, some new—some good, others not so satisfactory. We of TWA are pioneering a new twist to something old.

It's a lot like the field of jokes. Far back in antediluvian obscurity, mankind developed the will to laugh and the joke was born. The sources of most of our jokes today had their origin at that time, although we are constantly adding a new twist to the jokes to bring them up to date.

The caveman may have asked his neighbor, "Who was that lady I seen you with last night?" and received the reply, "That wasn't a lady; that was my wife." Today the joke is still funny, but it has many variations, one of which is an underwater conversation between two sharks' at a seaside resort.

One shark asks: "Who was the lady I seen you with this morning?" and the other replies: "That wasn't a lady; that was my breakfast."

So it is with TWA in our Direct Mail advertising. We are trying to find new twists to something that over a long period of time has been found to be very satisfactory in its results.

We analyze our passengers in a number of ways, to see just who they are. They're the same as your customers—doctors, businessmen, engineers, lawyers, teachers, farmers, bankers, housewives, bartenders, clergy, clerks—just everyday folk.

Some of these passengers are flying on business, some are going to vacation spots, others are making emergency trips and a few are going "just for the ride". Some take short trips, others make coast-to-coast flights or over-night trips to Europe. There are the in-betweeners, too.

Of course, the percent of each group classification is important to us, and we find that this varies with the season and section of the country. This information prods us to dig deeper into each classification for more customers and logical prospects.

Many firms subscribe to the Air Travel Plan which permits their personnel to buy air travel in manner similar to purchasing merchandise on a charge account. From the subscribers list we get tips that lead to more active customers.

TWA purchases and rents selected

lists to conduct specialized promotions to develop air travel between certain areas—to bolster group movements to conventions, dealer meetings, sports events, etc.

Air freight is the infant in the flying field. While it has been a major item in Central and South America for years, and was sold as far back as 1930, it is only now really coming to the fore. It received major impetus during the recent war and it has been going steadily forward ever since.

We mail tariffs, brochures, folders and documentary data showing how Air Cargo broadens market areas and increases sales. Horses, dogs, gold, currency, drugs, blood plasma, machine parts, elephants, hats, dresses, flowers, electros, newspapers—these are just a few of the items which daily wing their way from here to there . . . along TWA's more than 35,000 miles of air routes from California east to Bombay, India.

Indicative of the wide range of items we transport by air was the cargo carried by one of our cargo planes recently on its flight from New York to Los Angeles. When the flight passed through Kansas City it listed, in its cargo, an airplane engine, two prize bulls, a jackass and a corpse. Word as to the variety included in the cargo was passed along in advance of the flight, and you can readily imagine the interest evidenced all along its route, even among airline

(Continued on Page 32)



PHOTOENGRAVERS SINCE 1872



460 W. 34th ST., N. Y. C.

LONGACRE 4-2640





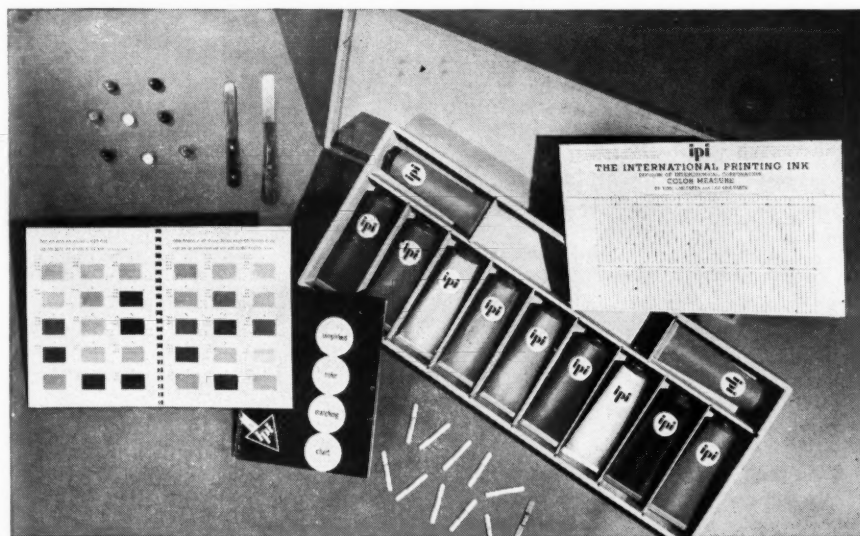
# Keeping in Touch

## International Printing Ink

**ipi**

IPI • DIVISION OF INTERCHEMICAL CORPORATION • 350 FIFTH AVE., N. Y. 1 • ADDRESS INQUIRIES DEPT. R 9

## MATCH OVER 100 COLORS WITH ONLY 6 COLORED INKS! PRINTERS DO IT QUICKLY, EASILY WITH IPI MATCH BOX



### EVERYTHING YOU SEE IN THIS PICTURE IS INCLUDED IN THE IPI MATCH BOX

Each Match Box contains 8 tubes of ink, 3 compounds, 16-page Simplified Color Matching Chart, patented mixing slab with measuring system, extra small-hole caps for each

tube, 2 mixing knives, tube-rolling keys, and substantial sectionalized wooden case—everything you need to improve your color printing service and start reducing costs immediately.

## CLEAN, SHARP, QUALITY PRINTING IS FEATURE OF NEW, SCRATCH-RESISTANT HOLDFAST BLACKS

### Work Well on Press; Dry Better in Pile

The printing ink industry has always looked for a non-scratch ink which would print as well under modern speed conditions as conventional linseed oil halftone inks.

To meet this need, we have improved our famous Holdfast Halftone Blacks in scratch-resistance and in ability to dry better in the pile. New ingredients and new techniques are used in their manufacture. They print sharply and cleanly, yet possess high non-scratch characteristics. They do not dissipate their drier; dry better in the pile. They have excellent fountain flow and mobility.

Holdfast Halftone Blacks are formulated to meet a wide range of printing and paper conditions. They are priced

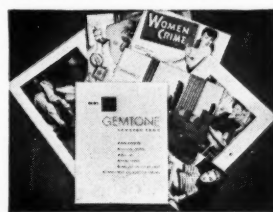
within the range of conventional halftone blacks. Try them on your next halftone job. Compare the results.

### SEND FOR SPARKLING NEW GEMTONE SAMPLES

Ever since we assembled our second folder of samples of IPI Gemtone process color printing, people have been telling us nice things about the quality of the work.

The colors do look brilliant, and for good reason—they dry on top of the sheet. There is virtually no penetration of ink into the paper; halftone dots are sharp, colors strong and bright, and highlights clean. Gemtone inks were de-

veloped specifically for sheet-fed presses and dry without heat. Send for your copy of the new Gemtone folder.



### Matches Made in Shop; Ink Inventory Reduced, Costs Cut

Many printers who take pride in their color printing service find it necessary to carry a large stock of inks in order to meet demands for uncommon colors. Even then, customers sometimes complain that they haven't a wide enough choice of colors.

As a result, the printer often has to call his ink supplier to mix the colors—paying a service charge, holding presses, and delaying delivery of the job.

That's why the IPI Match Box was born. It enables the small printer to offer a color printing service of more than 100 colors which he can mix and match in his own shop, and so helps him sell more color printing. It reduces his ink inventory, too, as only 6 colors need be stocked. Instructions are easy to follow. The cost of Match Box mixtures is low; press waiting time is eliminated; deliveries speeded. Color schemes may be selected from the Simplified Color Matching Chart by following a few easy steps.

For the larger printer, the Match Box makes it possible to increase his profit on color printing. Small quantities of colors for proofing can be mixed quickly, easily, and at little cost. When proofs have been approved, larger amounts of the colors can be ordered from the nearest IPI branch, or can be mixed by the printer, himself, with a suitable scale. Formulas for mixing large quantities of the colors are also given in the Simplified Color Matching Chart.

Write your nearest IPI branch and ask about the Match Box. Examine its contents for yourself; you'll like what you can do with it.

## "Gold Cup" PROSPECT LISTS\*

- ☐ **350,000 Small Business Men**  
Owners of private businesses.  
Choice of home or business address.
- ☐ **98,500 Luxury Buyers**  
Type of luxury minded people who own Cadillac, Lincoln and Packard autos, yachts or planes.
- ☐ **25,000 Industrialists**  
Top executives of industrial concerns.
- ☐ **14,500 Big Business Men**  
Presidents of leading corporations.
- ☐ **3,000 Tycoons**  
Presidents of corporations rated at over 1 million dollars.
- ☐ **50,000 Estate Owners**  
Families who own fine suburban estates.
- ☐ **25,000 Distinguished Americans**  
Writers, artists, scientists, etc.
- ☐ **10,000 Lecturers**  
People interested in public speaking.
- ☐ **80,000 Clergy**  
Protestant and/or Catholic
- ☐ **39,000 Farm Leaders**  
Officers and directors of farm co-ops, granges, etc.
- ☐ **25,000 Fleet Owners**  
Firms owning 8 or more trucks.
- ☐ **36,000 Auto Dealers**  
Retailers of new autos and/or trucks.
- ☐ **104,500 Automotive Retailers**  
Car dealers, repair shops, super-service stations, etc.

We'd like to send you prices and detailed information about these lists. Please check those which interest you, attach to your letterhead and mail to:

Department B  
**Advertising Letter Service**  
INC.

2930 E. Jefferson Avenue  
Detroit 7, Michigan

\* Our "Gold Cup" prospect lists won top honors for four successive years of international competition conducted by the MAIL ADVERTISING SERVICES ASSOCIATION.

and airport personnel who have become more or less accustomed to expecting to see almost anything aboard a plane.

Mention was made, earlier, of how we stress in some of our Direct Mail advertising the wider market air transportation establishes for perishable products. The case of baby chicks is a typical example. Before the days of air transportation, the market area was usually restricted to a distance of 400-500 miles from the hatchery. Now, virtually the whole world is the market area. Baby chicks can live for about 72 hours after being hatched before feeding must start. And practically any spot on earth is well under 72 hours from anywhere in the United States.

There's another example frequently used to illustrate the speed with which we deliver air cargo, but one that we do not mention in our advertising for obvious reasons. They tell of a shipment of a pair of rabbits placed aboard a TWA Constellation in San Francisco, and when the cage was opened upon arrival in New York City, there still were only two rabbits.

Travel agents are kept well supplied with TWA descriptive literature and factual information about places of interest. This literature stresses the comfort of getting there via TWA. Travel agents are very important to us. Actually they are another TWA information office. Several agents run special air tours via Trans World Airline, both in the United States and to overseas destinations.

There are flying classrooms, conducted by some of the leading colleges, with trips abroad and around America arranged in groups, and with college credit given the same as for campus study. For these study courses and flying classrooms we cooperate with the colleges in the preparation of descriptive and informative literature, and we work with the colleges in actually arranging the tours.

TWA maintains an Air Education department headed by Dr. John H. Furbay, former university professor, who now devotes all of his time toward stimulating aviation education in the schools of the nation. During his association with TWA the past

three years, he has spoken directly and over the radio to many millions of listeners. He is so much in demand by teachers conventions, civic groups, luncheon clubs, etc., that he frequently is away from home for three weeks at a time, delivering one or more speeches almost every day.

Whenever he makes these personal appearances, he mentions the fact that TWA has a wide variety of informative and educational material which is available upon request, and the number of requests he gets is amazing. We in Direct Mail handle the mailing of all of these booklets, pamphlets, treatises and other educational matter and it runs into thousands of pieces per month.

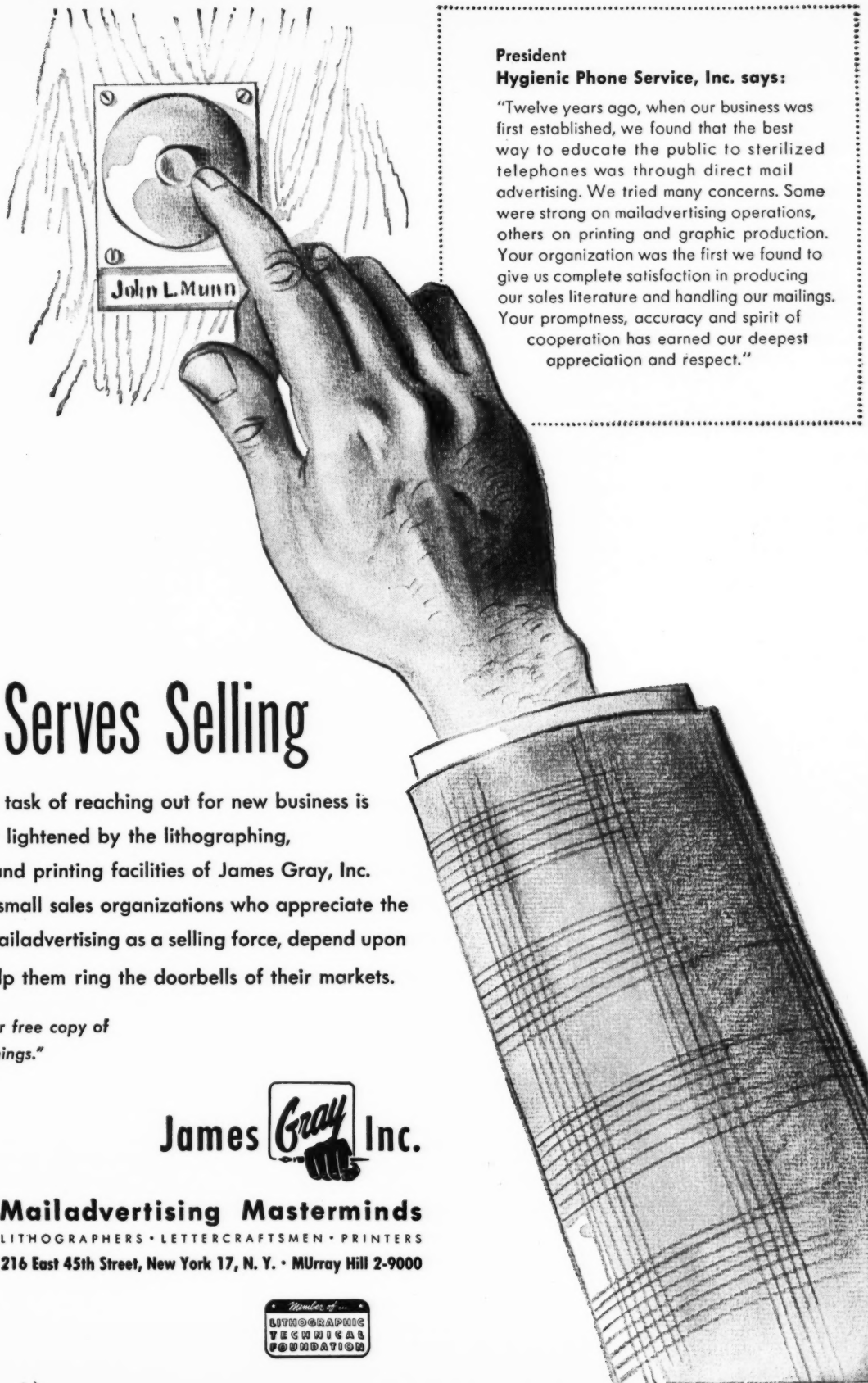
Dr. Furbay also conducts and supervises educational "summer workshops" which provide additional requests for our services and our literature.

Our Foreign operations function somewhat differently than our domestic program. It is a two-way situation with which we are confronted because not only Americans, but the peoples of many foreign countries also are TWA customers. True, the immediate postwar conditions have restricted us in many of the things we would have liked to do, but we have a long-range objective in this respect and we are planning accordingly.

Through the Department of Commerce we are able to obtain lists of firms in various lines of businesses located in many foreign lands. This information is passed on to our sales force in each country. They in turn, contact these firms and compile selected lists in their respective countries. There are language differences, varying postal regulations, living habits and customs and the education to new ideas to cope with . . . but time and experience can do many things.

The field of overseas Direct Mail advertising offers a great challenge to us, and in a great many ways. We are living in a rapidly changing world, and we must keep pace with the advancements, adjusting our tempo to fit the rest of the world, or we will be left behind.

We in TWA do not intend to be left behind!



**President  
Hygienic Phone Service, Inc. says:**

"Twelve years ago, when our business was first established, we found that the best way to educate the public to sterilized telephones was through direct mail advertising. We tried many concerns. Some were strong on mailadvertising operations, others on printing and graphic production. Your organization was the first we found to give us complete satisfaction in producing our sales literature and handling our mailings. Your promptness, accuracy and spirit of cooperation has earned our deepest appreciation and respect."

## Gray Serves Selling

The eternal task of reaching out for new business is measurably lightened by the lithographing, lettercraft and printing facilities of James Gray, Inc. Large and small sales organizations who appreciate the power of mailadvertising as a selling force, depend upon Gray to help them ring the doorbells of their markets.

Send for your free copy of  
"Agency Etchings."

James  Inc.

### **Mailadvertising Masterminds**

LITHOGRAPHERS • LETTERCRAFTSMEN • PRINTERS

216 East 45th Street, New York 17, N. Y. • MUrray Hill 2-9000





*Printed*

# SHOWMANSHIP

*tells dramatically ... sells effectively*

By Roger Clapp

Most of us can still remember standing with mouths agape and eyes aglow while a leather-lunged circus barker set youthful imaginations aflame by fast talk, vivid word pictures and lurid promises of the delights that would be ours for the price of one thin dime, ten cents, a tenth part of a dollar! To us, he was a *great* showman.

As we grew older, some of us learned how valuable showmanship could be in our everyday business activities. We learned too, that the loud and spectacular talk of the barker was not necessarily *good* showmanship—that one had to temper flamboyancy with reason.

Today we know that showmanship is of greater importance than ever ... and that this is particularly true in direct advertising because our printed salesmen—or as I prefer to call them, printed showmen—are competing with dozens of others for a place in our customer's consciousness; for a shot at that vulnerable opening in his armor of sales resistance.

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*Reporter's Note:* We needed a good, illustrated article on Showmanship and Die-Cuts to round out this Convention Issue. Advertising manager Roger Clapp seemed to be the logical writer ... since he did so much research work in building the effective colored motion picture "The Pulling Power of Printing Bristol", which Linton Brothers of Fitchburg, Massachusetts have shown widely throughout the country this year. The use of die-cuts and novelty mailings is growing. This description may give you some ideas.

Despite the fact that modern selling, whether by word of mouth or by mail is a hard, factual business, most products are still sold by emotional appeal; sold because something in our sales presentation stimulates and excites our customer's imagination and gets "under his skin"!

Printed showmen are both substitutes for and aids to live salesmen. The more dramatically they *tell*, the more effectively you will *sell*!

What turns an ordinary printed salesman into a hard-hitting printed showman? Three common ingredients—IMAGINATION, INGENUITY and INITIATIVE, plus 5 sense stimulating factors—Color, Shape, Good Typography, Strong Sales Copy and Substantiality.

How does this work? Well, first you have to use your imagination to figure out how to add life—showmanship—to your printed piece; then the ingenuity to find how most effectively to use it; and finally the initiative to put your ideas into action and follow it through.

What about those sense stimulating factors?

COLOR is assuming an ever increasing importance in our daily lives. Why? Because it's effective, dramatic. The use of color makes your printed showman more attractive too—makes him more natural—makes him stand out.

Carry your appeal to the senses one step further and die-cut that fish, apple, churn or house to SHAPE. SHAPE stimulates the imagination

and, coupled with GOOD TYPOGRAPHY, puts your customer in the right frame of mind to receive the full impact of that STRONG SALES COPY. Watch out, though—don't make your piece so clever or so tricky that it defeats its own purpose and your customer remembers it rather than you or what you are selling. There should be a definite tie-in between the shape of your messenger and your product or your sales message.

Your printed showman must "stand out from the crowd." Therefore, he should not be flimsy; he should have SUBSTANTIALITY. Once in your customer's hands, he should stand erect and tell his story right on the spot. He shouldn't wilt or droop.

If your piece is attractively printed, unusual in shape, carries a worthwhile sales message and stands on its own feet, there is a good chance that it will not only be looked at, but will be kept. It's hard to throw away. In other words, it will attract attention and hold attention.

One of the nation's oldest and largest manufacturing chemists, Strong, Cobb & Co., Inc., Cleveland, Ohio, used the foregoing principles in a very successful Direct Mail campaign promoting a new sunburn preventative. Carrying the caption—"A Sunburned Goldfish Won't Buy NOBURN But Thousands of Fishermen Will", the Company used an eight page folder of stiff, Orange Bristol, die-cut to the shape of a fish—a sunburned goldfish. Attractive typography and layout, and punchy, hard-



hitting copy completed the piece. Printed showmanship paid off in dollars and cents dividends.

A simulated football printed on a heavy cover stock and carrying the caption "Fall—1942—The Kickoff" was the printed showman used to introduce a woolen mill's line of fall merchandise.

The National Lead Company is a great believer in printed showmanship and over the years has used many pieces to illustrate this. A typical piece carries the caption—"Are You Face to Face with a Tough Acid Handling Problem?" which is superimposed on the die-cut face of a real "tough customer". Another says—"Listen to What Users Say", and has the message printed on a giant die-cut ear.

If you were to visit Parnell's Restaurant in Mayport, Florida you would see one of the finest examples of printed showmanship in their menu . . . which carries out a sea-food motif. The bill of fare is hidden beneath die-cut portholes; each showing the food or type of dish listed. To carry the uniqueness one step further, each menu is a self mailer. The diner addresses the menu to some friend, adds a message, folds and the entire piece is mailed by the restaurant . . . real showmanship in action.

While on the subject of menus, the Union Pacific Railroad used showmanship to appeal to the "small fry" by making up special children's menus, attractively printed and die-cut to simulate bears, squirrels and rabbits. Can't you just visualize the delight in the children's eyes when they first see them? And you can bet too that they clutch them in their hands when they leave the diner. A printed showman and a fond memory that may pay cash dividends to the Railroad in later years.

Hotel showmanship is illustrated by a table card used by the Waldorf-Astoria a few years ago. Made to look like a record envelope, the tent card has a miniature die-cut record in the envelope which advertises the band playing at the hotel and some of their numbers.

You can use showmanship in preparing for a sales meeting or any type of merchandising presentation . . .

(Continued on Page 36)

SEPTEMBER 1948



## Is your advertising PROFITABLE?

If it is, don't read any further. Tell your agency what a good job it is doing and leave well enough alone.

But if, by chance, you *aren't* entirely satisfied with the kind of advertising you're doing or the results you're getting from it;

—if you have a product that needs more than average care and attention;

—if you'd welcome help on any kind of sales promotion, direct mail or general advertising problem, call us in and ask for recommendations. *We'll put 27 years of specialized experience to work to give you the right answer.*

Wouldn't this month be a good time to take stock?

**Earle A. Buckley**  
**ORGANIZATION**

1420 SOUTH PENN SQUARE  
PHILADELPHIA 2, PA.

*A Member of The American Association  
of Advertising Agencies*

got **\$ .0007** to spare?



### Check these advantages:

- Helps keep lists up to date!
- Used on all type duplicators!
- Exact registration with master copies!
- Special process gives sharper legibility!
- No special skill or equipment required!
- Gets mail out on time!



**FREE** Descriptive Folder and Sample OR, ask your stationer for package—enough to address 1050 mailing pieces.

**75¢**

**EUREKA SPECIALTY PRINTING CO.**  
Scranton, Pa.

by scattering footprints along the corridor leading to the room in which the meeting will be held. They serve a two-fold purpose; first, they provide a positive guide to the meeting; and secondly, they excite your audience's curiosity and get them in the right mood for your presentation. Nine times out of ten, all of the footprints will be picked up by the crowd as it leaves the hall.

Business cards need not be ordinary. There is a chance to use printed showmanship here, too. Tie them in with your business or product. One die-maker in Los Angeles used a folded card. The die-cut word **DIES** in four colors is folded over the body of the card. A sure curiosity-arouser and interview-starter.

Moving? New telephone number? Why not send your announcement die-cut to the shape of a telephone carrying your new phone number and address? You will get and hold the recipient's attention.

Tie-in printed showmanship with your product. The makers of Spearhead Fishhooks believe that this is good advice, because the card on which their hooks are mounted is die-cut to the shape of a Spearhead.

Let's have a party! Have a printed showman invite your guests to attend, and then make sure that they will remember, too. Use a die-cut hand with your invitation attached to one of the fingers with a string.

You receive a folder in the morning mail. Open it and up pop two Esso Gasoline Pumps. Would you look at it more closely? You bet you would—and read the sales message too. Chances are you'd tuck it away to look at again later.

Yes, most of the oil companies realize that printed showmanship pays off in increased sales . . . and send out frequent messengers. The Shell Oil Company, for example, used a piece printed and die-cut to look like a bottle of artificial gas. The piece is made more novel and useful because of a sliding insert which, combined with a cooking guide, tells how long and at what temperature to cook various foods. On the other hand, the White & Bagley Company of Worcester, Massachusetts used a huge die-cut apple to show how Angelo the

*(Continued on Page 80)*

## Planning For 1949

*(Continued from Page 12)*

tribution and promotion. Each speaker who will address the Philadelphia conference is well qualified to interpret direct advertising in its modern importance, and to effectively present his story and information.

Important as are the formal sessions, no time or effort has been spared to make the conference a well-rounded gathering, offering not only maximum benefit and information but also the friendly good fellowship which has always been a feature of DMAA meetings.

New members and old will be welcomed and have the opportunity to renew old associations and make new at the popular "Get-Acquainted Cocktail Party" at the conclusion of the first day's sessions. And this year an innovation in social activities is planned which should prove most popular. On the evening of the second day a buffet supper and entertainment is being given by the Association for all registered delegates.

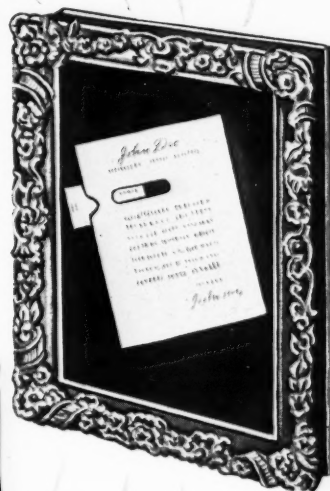
In an historical city like Philadelphia, the committee, with good reason, felt that the convention would not be complete without an opportunity to see some of the great American historical scenes and places. Sightseeing tours including visits to Independence Hall, the Liberty Bell and others will attract many members.

Traditionally, members and guests attending the DMAA annual meetings look forward to the announcement and display of the year's Best of Industry Awards. The large number and the excellent quality of entries insures that this year's "Leaders" will be outstanding and well worth careful study.

Another feature of particular interest to direct advertisers will be the exhibits by producers and manufacturers of general services and supplies. A large number of firms will display their products and materials for Philadelphia delegates.

The last day of the conference will prove of special interest. In the morning, the perennially popular fundamentals sessions will be held. The final session—a round table forum of experts to answer questions on all phases of direct advertising—will "tie the bow" in an outstanding conference package of three profitable, activity-filled days.

*You just can't*  
**TOUCH IT!**



## REPLY-O LETTERS

will do your selling job

✓ *More Efficiently*

✓ *Less Expensively*

### READ WHAT NATIONAL ADVERTISERS SAY!

"On parallel test—Reply-O vs. regular letter—Reply-O Letter gave us 26% more on a \$3.50 offer."

ROBERT STONE, Vice President  
THE NATIONAL RESEARCH BUREAU

"Results of Reply-O Letter Direct Mail to business and professional men—96,000 Reply-O Letters; 25,700 replies; \$17,843,000 volume of new business."

From NYLIC REVIEW, GEORGE KELLEY, Director  
NEW YORK LIFE INSURANCE COMPANY

"Results of test mailing to doctors:

Personalized Letter, Type 1 cost 9½¢ per letter—30.7% reply.

Personalized Letter, Type 2 cost 5½¢ per letter—30.5% reply.

REPLY-O LETTER cost 3¼¢ per letter—46.4% reply.

REPLY-O LETTER COST LESS TO MAIL—PRODUCED 50% MORE."

J. R. JOHNSON, ADVERTISING DEPARTMENT  
CAMPBELL SOUP COMPANY

To save you time, send along the following information when you request samples.

• Frequency of mailings • Average size of mailings • Type of list

This information will enable us to answer your initial letter with helpful understandable facts and figures.

THE REPLY IS **IN** THE LETTER



**The Reply-O Products Co. • 150 W. 22nd St. • New York 11**

# The Trouble with Banks

By J. M. RUSSAKOFF, Vanguard Advertising



I'm just a little advertising man, and occasionally have to do business with a bank. Each time I do, I wonder if, with all their money, banks are so smart after all . . . in how they serve the public . . . and promote their services.

I have had loans at two banks, both large, successful, highly regarded . . . that offer a full line of banking functions. One was a loan to distribute insurance premium payments on a monthly basis. Another was a straight loan, against collateral, to be repaid in 12 months.

Strangely enough, neither of the banks made any attempt to sell me any of their services. It cost them a substantial amount to bring me into the bank, originally, so I think I can assume that I was worth something to them.

But once the bank had me in their camp, they did not write me, send me any literature suggesting how I could make use of their service, or send me letters, offering their facilities . . . or in any other way suggest a closer relationship.

When non-banking firms treat their live prospects and customers this way, they soon go out of business. Per-

haps banks can afford to be indifferent to and careless of their clientele. Probably if there were real competition, or some aggressive banks in the community, they would wake up to their waste of such opportunities.

Here's another instance of a bank falling down on the job. For 13 years I have owned shares (very few) of a large metropolitan bank. Outside of the annual reports, I have never heard from the bank. It never asked me, as a stockholder, to become a depositor to avail myself of its services or to patronize "my own institution" because it would be to my direct advantage. Result is that I have never stepped inside its doors . . . and keep my business account somewhere else.

I think that a friendly note from the bank asking me to place my business account with them and use their other services might have received a favorable response, despite my lack of acquaintance with any of its personnel.

While I'm taking banks to task, I'd like to add a few other random thoughts on how a bank looks to its customers. Did you ever stand in a long line at a teller's window and have some assistant from the front bull-pen in a business suit (not an alpaca coat) walk to the head of the line with a sheaf of papers, shove them under the grill and hold up the line while he takes care of a deposit for a friend . . . or whatever it might be?

I wonder how you'd feel if this were done to you in a grocery store or a line of cars waiting for gasoline?

Perhaps your bank is not guilty of this crime, but the chances are that it is. While people are waiting to see a bank officer, he is regularly interrupted by a procession of secretaries, messengers and flunkies, who have minor matters . . . all of which take time, and make the visitor's wait longer.

Maybe these interruptions are caused by important business. If they are, some arrangement should be made by re-grouping personnel, to avoid the discourtesy and disregard shown customers by interlopers, who "get away" with their interruptions merely because they are employees.

And finally, I'd like to know why banks aren't more interested in their little customers. What they do (if anything) for their large accounts I cannot imagine . . . but I have yet to see anything specific suggested to me by banks with which I've dealt, that would show me that the institution to which I entrust all my cash assets is interested in anything beyond the amount of my balance.

If any of the officers would take as little as 5 minutes to discuss my business with me, opportunities, developments, trends . . . and perhaps, heaven forbid, toss out a crumb, I'm afraid the shock would be too great for my huckster's heart.

Ever hear people talk, in glowing terms, about "my doctor"? I have yet to hear anyone speak that way about "my bank" or "my banker."

See what I mean?

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*Reporter's Note:* Here is a little tirade worth printing in this Convention issue. Joe Russakoff heads Vanguard Advertising (now in its eleventh year). He is public relations counsel for both the DMAA and AFA; is a regular lecturer on advertising at the City College of New York. You'll see him handling press services at Philadelphia.





Gown by Maurice Rentner

*Lithography by* **STECHER-TRAUNG**



## FOUR WORDS THAT COUNT!

*Lithography by STECHER-TRAUNG* really means something. Perhaps you're a food processor seeking the best selling label you can put on your product—or a manufacturer searching for prestige-building advertising literature—or a producer of packaged goods striving for outstanding shelf appeal. The answer is the same: you will achieve end-results *easier, more economically, and more surely* by using "LITHOGRAPHY BY STECHER-TRAUNG."

Dynamic, *natural* FULL COLOR lithography, as produced by Stecher-Traung, is yours at big savings. For money-saving ideas and solution of your problems on FULL COLOR lithography, get in touch now with our nearest branch office or either of our plant offices.

**STECHE-TRAUNG**  
LITHOGRAPH CORPORATION

Rochester 7, New York • San Francisco 11, California

Specialists in  
FULL COLOR

ADVERTISING MATERIAL

LABELS BOX WRAPS GREETING CARDS

SEED PACKETS FOLDING BOXES

MERCHANDISE ENVELOPES AND CARDS

BRANCH OFFICES Baltimore, Boston, Chicago, Columbus,  
Harlingen, Los Angeles, Macon, New York, Oakland,  
Portland, Sacramento, St. Louis, Seattle

# A THANK YOU NOTE

August 17, 1948

Mr. James Stewart  
Editorial Assistant  
The Reporter of Direct Mail  
Advertising  
17 East 42nd Street  
New York 17, N. Y.

Dear Mr. Stewart:

Our president thanks you; our vice-president thanks you; my boss thanks you; and I thank you for using our pictures of the Thirtieth Anniversary Air Mail Flight in August issue.

Seriously we really appreciated seeing our material in THE REPORTER. Your magazine isn't new to me because it's on my desk every month with Hamilton watch-like regularity. I also took a course in Direct Advertising with Harrie Bell at Price School, Philadelphia.

Thanks again.

Sincerely,

Hamilton Watch Company  
(Signed) Paul G. McGeehan  
Advertising Department  
Lancaster, Pa.

*Reporter's Note:* No wonder Paul can write such a breezy "Thank You". A Harrie Bell student . . . and a regular reader of THE REPORTER.

## WE'VE SEEN EVERYTHING NOW

With the Advertising Federation of America (needled by George Kinter and other columnists) campaigning for clean advertising . . . for better taste in advertising . . . the full page offenses produced by Spring Mills should draw a caustic heavy artillery attack.

Full color ad reproduced here appeared in August 28th issue of Colliers.



In case you can't read small type under "Be Protected" at right of center . . . here it is:

Elliott Springs, president of The Springs Cotton Mills, says he is prepared to make everything shown in this picture.

The leaves, the water and the girl, too, huh?

## BELIEVE IN SANTA CLAUS?

"Good writers are good people. I say that without direct reference to moral principles or practices. I mean they are vital people, very much alive. You have all seen the statement, 'No advertising man can succeed unless he believes in Santa Claus.' Bernard DeVoto quotes Don Marquis as saying, 'It is Moral Worth that gets the Mazuma. And it can't be faked'."

"The point I am trying to come to is that writers generally, and this includes business writers, need to get out of themselves; they need to concentrate on their jobs as unselfishly and unselfconsciously as possible."

*From a talk by Cecil B. Williams, Professor of English, Oklahoma A & M before a meeting of the American Business Writing Association. We found it in the always good monthly bulletin of the ABWA (C. R. Anderson, Secretary and Editor, 304 David Kinley Hall, Urbana, Illinois.)*

# AUTOMATIC ADDRESSING SERVICE

Private mailing lists set up on plates, corrected and addressed as ordered—using Pollard-Alling, Addressograph, or other stencil systems; private departments changed over to service company basis.

Inquiries, prospects, subscribers, customers, buyers, members—addressed on cards, envelopes, wrappers, mailerstrip, booklets, self-mailers, labels, stuffed mail, direct-on-publication.

If you have a mailing list of 5,000 to 500,000 names which is addressed weekly, monthly, or even as few as six times a year, phone or write George Green to learn what time and money saving possibilities and other advantages may apply in your case.

## GLOBE ORGANIZATION INC.

480 Lexington Avenue, New York 17. Plaza 3-7938

(All around lettershop service available in conjunction with Automatic Addressing)

# The Plain Jane of Direct Mail

By ALICE HONORE DREW

Sometimes it seems the glamour gals of Direct Mail—idea, copy, color, layout—get all the attention. But, boys, you just have to get excited over the plain Jane mailing list if you want to make time and money with the more alluring members of the direct advertising family. For what the mailing list lacks in glamour it sure makes up in importance.

And she's not a dame you can give the once over lightly to either. *Only in direct proportion to the daily effort spent on lists can you hope to reach the right people in the right frame of mind at the right time.*

To woo and win by Direct Mail there are many things you can and must know about this plain but powerful Katrinka. To make it easy to find and keep mailing list names in good shape, we've set down some suggestions, reminders and check lists. They will help, we hope, to increase the resultfulness of your Direct Mail.

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*Reporter's Note:* We have had many letters during recent months asking for advice on the planning, building and maintenance of mailing lists. It is a dry, but very necessary subject. We searched around trying to find the right person to handle such a difficult assignment. Who should be better than Alice Drew, who has had a lot of experience in building and maintaining all sorts of lists? She has held several very important advertising managementships. Her Direct Mail campaigns are well known to DMAA members. She is at present a direct advertising consultant and is located in Forest Hills, L. I., New York. This article is just the first of a series of studies on mailing list problems. You'll find follow-up material in subsequent issues.

## DEFINING PROSPECTS

All the best intentions in the world about lists will do you little good if you haven't first decided just who, what and where your prospects are. Primarily, a prospect is one who has a need for, the wherewithal to pay for and a latent or active desire for your product or service. But for the purpose of building lists that's too indefinite. It isn't enough either for most advertisers to define a market broadly as teen-agers east of the Mississippi or office equipment manufacturers in principal cities.

You have to ferret out all the known characteristics, idiosyncrasies and ramifications that apply to your prospects as individuals and as groups.

All sorts of limiting qualifications might be applicable if you are building a list of consumers—sex, marital

status, income, education, whether home, car or yacht owner. Even color of hair might apply . . . for who wants to try to sell a natural blonde a touch-up stick for gray hair. Locate where and how your logical prospects live. Are they farmers, penthouse dwellers, suburbanites, ranchers? Religion may be important for you won't want to waste postage trying to sell a Roman Catholic Bible to a Protestant minister's son. Declare your minimum and maximum age if significant. Be sure to include all pertinent limitations or you're likely to end up importuning a bachelor to subscribe to a diaper service.

## Geographical Boundaries

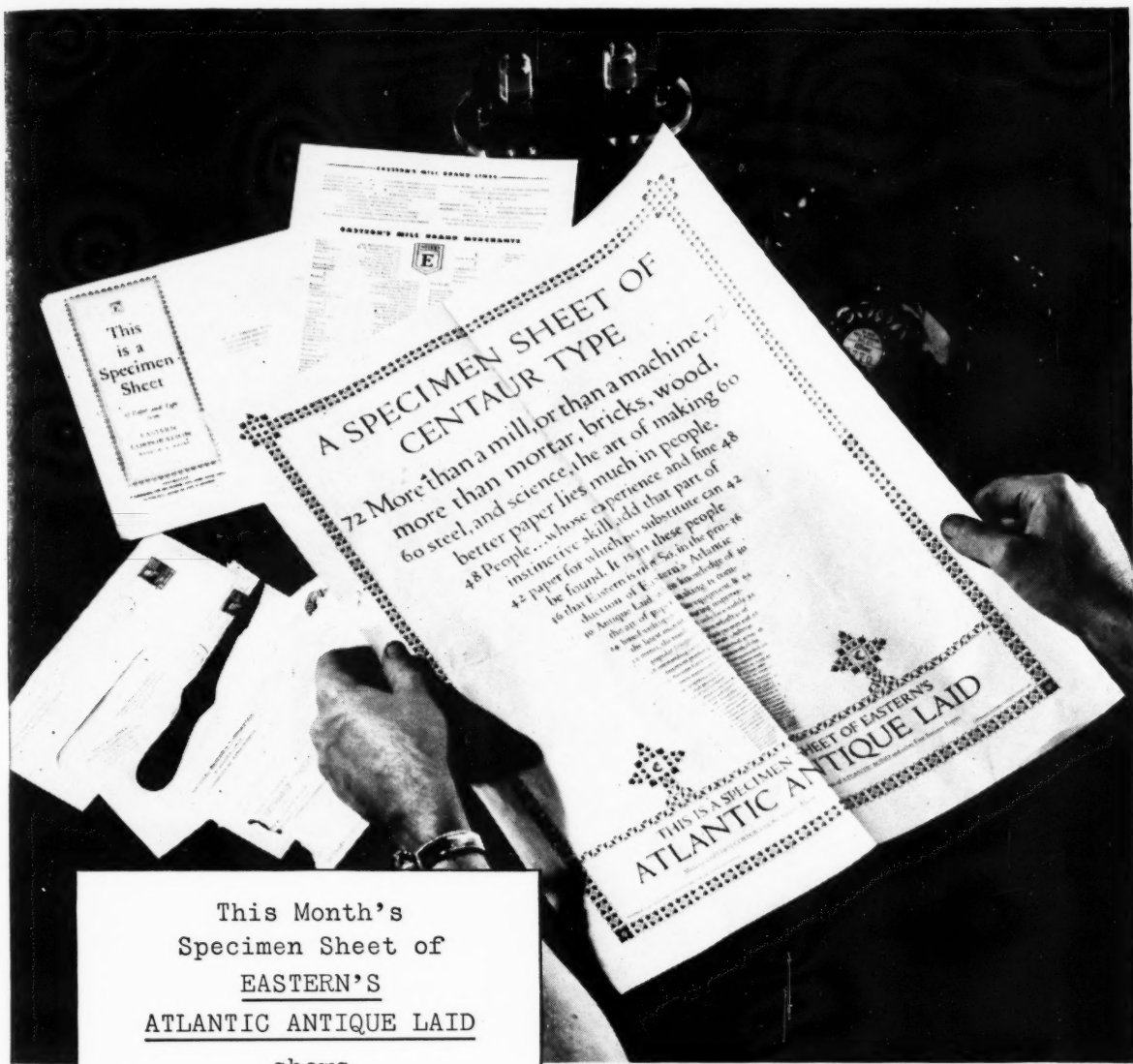
Can you afford to take business from anywhere or only within certain well-defined travel routes from each of your branches? Or is your market in cities of certain population or over? Put your geographical limitations down in black and white so you won't have some travel-loving salesman or unthinking clerk adding names from the hinterlands.

## Companies Wanted

If yours is an industrial product you should establish just what type companies you can sell. Capitalization may be a determining factor for you or number of employees, salesmen or dealers. Whether building layout is vertical or horizontal may decide if a firm belongs on your list. Number of rooms (as in hotels) or number of beds (in hospitals) may have a positive bearing. The credit







This Month's  
Specimen Sheet of  
EASTERN'S  
ATLANTIC ANTIQUE LAID  
shows  
an arrangement of  
Centaur Type

THIS month, Eastern Corporation is distributing to printers and buyers of printing a specimen sheet of Eastern's *Atlantic Antique Laid* which shows an arrangement of Centaur Type. This specimen sheet was designed by Bruce Rogers... dean of American book designers and originator of the Centaur Type. Eastern's *Atlantic Antique Laid* is a distinctive paper

with crispness, crackle, and a definite quality feel that brings out the grace and beauty of fine type faces. Uniform in every respect, strong and durable, it ensures smooth press-room performance... is ideal for outstanding letterheads, advertising leaflets, brochures, folders, and special printing jobs.

If you, as one who specifies paper or printing, are interested in this specimen sheet of Eastern's *Atlantic Antique Laid*, a request on your business letterhead will receive prompt attention from one of our Paper Merchants or our Advertising Department.



**EASTERN CORPORATION**

BANGOR, MAINE

*Makers of Atlantic Bond and other Fine Business Papers*

rating and various other ramifications all should be thought about and set down in your prospect description.

In checking all types of industries for probable prospects, the classified telephone index is helpful in reviewing them. If you are interested in manufacturers . . . analyze *what* products. If you sell, for example, costly custom-made motors, list just the type of manufacturers who need and can afford such motors. There's no point in sending your appeals to, say, a refrigerator maker when inexpensive standard models adequately serve his mass produced, highly competitive product. Yet manufacturers of dental grinders and dictating machines should be on your list since they are likely to pay a premium for custom-tailored features of absolute quiet, precision performance or vertical shaft mounting.

If you want contractors on your list, decide whether you want all or only the most important ones. Specify, too, just the type you want—bridge, home or office building, dam,

excavating, heating, plumbing, roofing, etc.

Do you want all kinds of financial institutions or just credit bureaus and loan agencies? Don't just jot down broad classifications. For instance, under the major classification "electrical equipment" you might well indicate servo units, oscillographs, motor generator sets, voltage regulators, rectifiers, density and cycle controllers, electrocardiographs, tachometers and so on.

Such a product list can go on for dozens of pages, but don't let that overwhelm you. Once done, it's complete . . . save for minor revisions. And such an exhaustive check-list serves a mighty purpose—even to uncovering markets never considered before. It also makes salesmen aware of the scope of his untapped potential sales. Conversely, if your list is correctly confined, it will save time and money otherwise expended by mail and salesmen in trying to develop suspects who never can or will become prospects.

## Individuals Wanted

After your industry check list is established, you should explore prospect definitions further. In organizational set-ups you will find many varied titles for an executive performing or responsible for a specific procedure. In other concerns one individual may carry out or oversee many functions. It's important for you to decide which management men can be interested in, influence or actually specify your product or service.

Then make up an all-inclusive list of these titles or job functions. Such a list will crystallize just who your prospects are. It will serve, too, as a reference for clerks who may not know what a metallurgist is or does or whether he has the slightest interest in your offer.

But don't be vague about this list. That is, if individuals in charge of quality control would logically be your prospects, don't dismiss it with that general term. Instead actually suggest all the titles of people who have a hand in furthering or approving the final order.

So under quality control executives and personnel you might list: department of standards director, manager of testing and inspection, materials and process engineer, chief inspector, manager of laboratory, maintenance manager, chief engineer, chief metallurgist, chief chemist, test engineer, manager of quality control, salvage engineer, specification coordinator, process control manager, standards technician, control supervisor, chief of standards, chief of weights, chief of research and tests, laboratory technician, director of laboratory, etc.

Putting these job names down in black and white for each and every management group will make you and everyone else concerned conscious of who and how many people are your prospects. It will avoid your calling by mail exclusively on purchasing agents or vice presidents in charge of headaches. Carry this same listing procedure out for all other classes of executives—company officials, sales executives, production men, purchasing personnel, maintenance and supply people, finance officers, methods men, etc. Your title listing will probably emphasize how

(Continued on Page 76)

# 8 • EIGHT WAYS • 8 TO GREATER PROFITS

## FROM YOUR DIRECT MAIL ADVERTISING

1. **ARTOGRAPHIC** . . . attention-getting envelope that increases returns.
2. **SELF-MAILER COMBINE-VELOPE** . . . combines letter, order form and envelope.
3. **ORDER-VELOPE** . . . combines order form and pocket for remittance.
4. **MONO-POST** . . . a two-compartment envelope.
5. **THRIFTEE MAILER** . . . takes third-class postage with flap fully sealed.
6. **POSTALETTER** . . . a new, multi-purpose mailing piece.
7. **POSTAFORM** . . . used as advertising piece or order form.
8. **SALESFOLIO** . . . for making presentations in person or by mail.

THESE ITEMS WILL BE ON DISPLAY AT  
OUR D.M.A.A. EXHIBIT IN PHILADELPHIA

## CURTIS 1000 INC.

HARTFORD

ST. PAUL

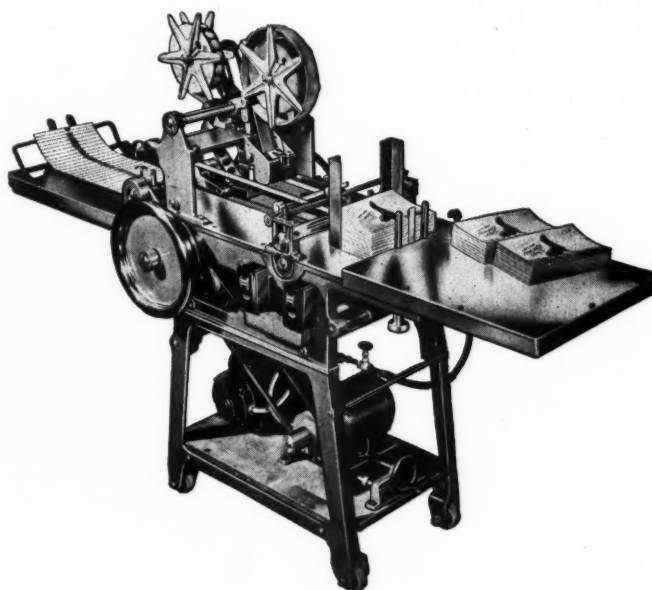
CLEVELAND

ATLANTA

# *Ceiling Unlimited*



## ON SEALING WITH SEAL--MATIC



Automatic sealing at speeds of 6000 to 15,000 pieces per hour opens unlimited vistas to direct mailers. Self-mailers and other promotion pieces can be sealed at incredibly lower costs through SEAL-O-MATIC, the completely automatic sealing machine.

Irrespective of volume (on one job, just 5 SEAL-O-MATIC machines handled 9-million pieces in 17 days), you can seal automatically advertising material of all types ranging from a government post card to a 96 page catalog; from sizes 2" x 4" to 9 1/4" x 13"; from one fold up to 5 folds (3/16" thick).

The entire machine weighs 600 lbs., can be wheeled where needed, only takes up six feet by two feet. Ready for operation when plugged into convenient light socket. Simple to operate, it requires no skills or training. Maintenance costs are negligible, nothing to wear out or get out of adjustment.

For complete details, write to

Be Sure and Look Us Up at the DMAA Convention in Philadelphia . . . Booth No. 82

**SEAL-O-MATIC MACHINE MANUFACTURING CO., Inc.**  
SOUTH HACKENSACK, N. J.

# Hear your mail

By Reporter JAMES STEWART

Pictured below are some records currently being used in Direct Mail campaigns.

Hearing is the last of the five senses being catered to by users of Direct Mail. And more examples of it are appearing all the time.

Remember in the April REPORTER (page 38) an item titled "The Five Senses"? All about a pharmaceutical house's Direct Mail folder with 10" vinylite record inside. One side of disc was a symphonic recording . . . the other a description of product by a "detail man". Also enclosed was a sample of the compound.

The record was a beautiful, red, transparent, unbreakable disc . . . but on the expensive side.

Then in July REPORTER (page 19) another striking example. Story of ATF's unusual employee annual report. In this case the recording was a speech by ATF President Jones.

Since then . . . more and more records have been brought to our attention.

To give you an idea of the diverse ways SOUND is being used in Direct Mail . . . one of *your* reporters did some tracking down . . . and came up with some interesting cases. Here they are.

Italian Swiss Colony Wines (National Distillers) sent 3700 records to package store managers in New York City and New Jersey. The record was inserted in die-cut slots of a three-fold, green and black, 6¼" x 10½" (when closed) folder. Cover reads, "Here it is . . . The hit you've wanted!" with reproduction of company's trade mark. Record is illustrated with same theme. The recording is a commercial that National Distillers will broadcast . . . to show dealers how they will be helped to keep the product moving, by radio advertising. Copy in folder tells when the broadcasts will take place and what stations will be used. Lucien Perona, of National Distillers, says the mailing was so successful . . . that something on the same order will be used in other locales.

The Hotel Taft had a colorful record made to celebrate the opening of "The Village". It was handed out to first few thousand patrons of their new entertainment room. Records made such a big hit that a second order had to be given. Printed in bright red and blue . . . with photo of vocalist Charley Drew on front. Sales

(Continued on Page 43)







there's  
always  
something  
**NEW**  
under  
the  
sun...

### **new names**

people get born,  
grow up, get  
married, go into  
new businesses...

### **new addresses**

people move, set up new  
homes, go places, form  
new shopping habits...

### **new markets**

got a new product?  
got a new use for your  
old product?

### **new ideas**

If you have one—and want to tell  
people about it—call Dunhill.  
For lists that reach the rich, the  
poor, the industrious, the lazy,  
the manufacturer, the consumer,  
the young, the old... for new and  
accurate lists that reach  
everybody, everywhere, here or  
abroad—call Dunhill.

## **DUNHILL LIST CO., INC.**

565 FIFTH AVENUE, NEW YORK • PLAZA 3-0833

Branches:

WASHINGTON D.C., LOS ANGELES, ATLANTIC CITY, CLEVELAND, MIAMI, SAN FRANCISCO.

Manager Victor Giles said results were gratifying, though difficult to gauge exactly. Enthusiasm of recipients seemed to point the way. Apparently the "uniqueness" of it paid off.

The national Jewish service organization, B'nai B'rith, with headquarters in Washington, D. C., recently made use of these records . . . and in an ingenious way. Harry Brager, National Membership Director, told us all about it.

It was used as a device for collecting membership dues. The disc, which was titled "Now is Not the Time to Quit", was mailed by the secretaries of lodges throughout the country . . . to B'nai B'rith members behind in payment.

The mailing also contained a smaller, self-addressed and stamped envelope . . . so that the record could be returned after recipient played it. A large percentage of the records were returned in this way . . . helping

materially in keeping the costs of "bill collecting" down. Over 4,000 records were used.

We went down to see Larry Press at the Record Guild of America, 382 Third Avenue, Brooklyn, New York . . . where the ATF, Taft Hotel, National Distillers and B'nai B'rith records were produced. An interesting tour of the plant followed.

The records are made from two sheets of plastic . . . laminated to outer side of fiber bond filler. They're unbreakable . . . and have a surprisingly good tone. Any sort of colored illustration or copy can be printed on the record to tie-in eye to (h)ear appeal. Record Guild can turn out about 100,000 a day.

Direct Mail records are still a very small part of R-G's business . . . as most of their time is spent on the colorful cartoon records for the youngsters. But an effort is being made to stir up interest in this new selling tool among advertisers. They're doing it in this way.

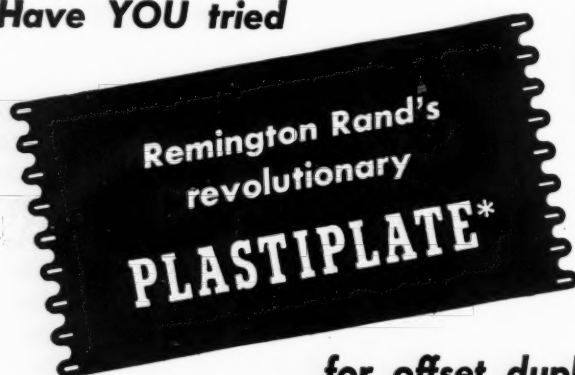
Encouragement is given to users by way of standard low price. Aside from costs of cutting the master record (from which all records are reproduced) and printing illustrations . . . each standard 6 1/2" disc costs about 11 cents. To further aid the experimenter with small orders of only a few hundred . . . no increase in price is made over that for larger lots. Thus the cost for the small user and experimenter is kept within reasonable bounds.

Needless to say . . . before any user of this media tries his hand he'd better be darn sure that the people on his mailing list have access to a phonograph. It would be senseless to waste records on people without machines. Like sending a fragrant smelling mailing piece to a group with dead olfactory nerves.

ATF, before it sent its annual report to employees . . . made a survey to check number of phonograph owners. The resultant figure of 82% gave them the green light to go ahead.

Already, Sight (type faces and pictures), Touch (engravings, samplings), Taste (food samples), and Smell (use of fragrant inks) have been used. Now . . . sound is titillating the last of the senses . . . to put over your message with a bang.

**Have YOU tried**



**Get Your  
3 FREE  
Plates**

**for offset duplication?**

Now you can obtain *better* offset duplication at *less* cost by using Remington Rand's revolutionary Plastiplate—either Direct Image or Photographic.

**Troubled by HUMIDITY?**



You'll have no humidity troubles in any hot or damp weather if you use Photographic Plastiplate. The "no grain" surface (1) anchors the image and prevents it from "walking off" the plate. The sturdy, plastic-impregnated base stock (2) is impervious to water and humidity, so you'll have no "scumming" or "wash out" troubles. Try Plastiplate now for sparkling copies and *no* humidity troubles!

\*Trademark

**Cheaper than metal, more dependable than paper—Better than Both!**

**Remington Rand**

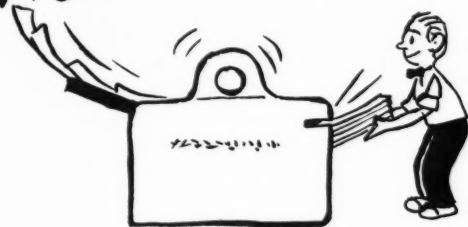
Duplicator Supplies Division  
26 Main St., Bridgeport 1, Conn.

Firm Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Signed by \_\_\_\_\_

☐ Send me without charge 3 Photographic Plastiplates.  
☐ Send me without charge 3 Direct Image Plastiplates.  
I use a \_\_\_\_\_ typewriter and a ribbon of \_\_\_\_\_  
☐ cloth fabric ☐ carbon paper ☐ My offset machine  
is a \_\_\_\_\_ Model No. \_\_\_\_\_

2G

# In direct mail... "Service" means Services



Multigraphing



Mimeographing



Automatic Typing



Addressing



Jontyping

[Award Winning Letters]



Mailing



Alert Messengers

Honestly, there's no end to the things we can do for you here at St. John... every kind of service for your direct mail promotion...



Handy Trucking

## THE ST. JOHN ASSOCIATES, Inc.

79 WEST 45th ST., N. Y.

BRYANT 9-4292 - 3 - 4 - 5





## How a Hotel Creates Good Will

By JAMES H. BRUNDAGE, Advertising Manager, Bismarck Hotel

The Bismarck, Chicago, spreads its name among an ever-increasing number of persons thru the distinctive promotional material it has created and developed. This is the story behind the material and its application to the hotel's operations.

With hotels from all parts of the country competing, the Bismarck Hotel of Chicago won the grand prize for its display of hotel sales promotional and good will material at the 20th annual convention of the Hotel Sales Managers Association International at St. Louis. It was a display of the striking, distinctive material that the Bismarck has created to build ever-increasing good will among the general public, and the story behind some of the pieces and their application to the hotel's operations may be of value to many advertising men.

Principal factors in the Bismarck's entire promotional activities are the special type of material created, the appeal it has for guests and prospective guests, the indirectness of the hotel's association with the material concerned, and the great good will that is created.

Take the Bismarck's famous Musical Calendar. The only reference to the Bismarck on the calendars is that they were prepared by Mr. Eitel. But they are a great good will builder for the hotel. A charge of 25 cents is made for postage and handling, and no profit is involved.

The calendars and other material have had the effect of a snowball rolling down hill, growing constantly ever greater in their value to the hotel. Order blanks which accompany the material result in the creation of an endless chain thru which the Bis-

marck's name is spread to an ever greater number of persons.

Birthday greetings have been a Bismarck feature. Approximately 3,500 persons each month on the Bismarck's credit lists are receiving greetings this year in the form of beautifully prepared sheets containing the story of the month of their birth. Dates of birth are obtained from the Bismarck's credit records. One thousand sets of these sheets, assembled for the entire year, were recently sent to members of typographic art societies for the interest it was felt they would take in the beautiful typographer's work.

Tent cards on tables advertising hotel entertainment are nothing new. But some time ago we surveyed the Bismarck's tent card practices and decided there was little reason to use

(Continued on Page 52)





We've been  
collecting **IDEAS**  
for you . . .

During the past several months, we have been collecting many interesting and colorful mailing pieces to display at the D.M.A.A. Convention. Included are all types, from elaborate catalogs to unusual mailing cards, representing the best creative work of many people in different kinds of business. Among them you are likely to find some fresh ideas that will help make your own promotions more resultful. Make a note now, "Booth 66, D.M.A.A. Convention, Philadelphia."



**THE APPLETON COATED PAPER COMPANY**

APPLETON, WISCONSIN

WOODBINE DUPLEX ENAMEL • DIRECT SALES BOND • POLYCHROME DULL COATED BOOK  
WOODBINE COLORED ENAMEL • WOODBINE DUPLEX POST CARD • SUPERTUFF COVER

# HAMMERMILL Cockletone Bond

The letterhead paper that says, wherever received:

*"This letter merits your attention"*



EVERY MORNING that one of your letters makes a business call, it must compete for attention with all the other letters your customer or prospect receives along with it. More and more of America's business men find that Hammermill's *Cockletone Bond* has the handsome appearance, "heavier" feel, crisp crackle and snap to make their letters stand out—and say unmistakably, "This is a message of importance!"

Examine this fine, new accomplishment of modern papermaking for yourself. Then consider appointing it *your* business representative. After you see its quality, its moderate cost may surprise you.

SEND COUPON NOW . . . for *Cockletone Bond* portfolio showing specimen letterheads and sample book of *Cockletone Bond* in all weights for letterhead use.

Hammermill Paper Company  
1621 East Lake Road, Erie, Pennsylvania

Please send me—FREE—*Cockletone Bond* portfolio and sample book.



Name \_\_\_\_\_

Position \_\_\_\_\_

Please be SURE to write on, or attach to, your business letterhead.

R-SEP

LOOK FOR THE *Cockletone* WATERMARK

the entire card to advertise its dining room. Now a portion of the card is used from time to time to advertise candy handled by the hotel, to advertise its Musical Calendar, to advertise a special rum drink and for other purposes.

The hotel has spread the fame of its Walnut Room thru menus it has mailed for its guests. These menus, bearing the words "Compliments of the Walnut Room, Bismarck Hotel, Chicago," have been sent to 8,000 persons at the request of diners. Of 800 persons who asked that the menus be mailed to friends, the hotel found that about half lived in Chicago and their names were added to the hotel's regular entertainment mailing list.

The Bismarck's standard credit card lists are the basis for most of the hotel's regular mailing lists. These are broken down and segregated into special types for mailings for various departments. There is a list for the liquor store, a list for the Walnut Room, and other lists for other particular functions.

Another outstanding promotion program of the Bismarck has been the supplying of envelopes for theater tickets to all of Chicago's legitimate theaters. The envelopes, bearing a simple mention of the Bismarck Hotel, are supplied free of charge to the theaters, who previously were required to obtain them at considerable cost from the people who supplied their printed programs. The Bismarck supplies approximately a million of these a year to the theaters, all bearing the names of the specific theaters as well as the advertising of the Bismarck. In doing this it keeps its name constantly before a class of people who pay \$3.30 and \$4.40 a seat for theater entertainment and are of a type that would be interested in the accommodations and facilities the Bismarck has to offer.

An idea of the value the Bismarck places on its promotional material can be gained from some figures listed on its display board at the St. Louis exhibit. In free publicity alone which the hotel has received as a result of its promotional material, it has figured the lineage space in newspapers and magazines in excess of \$57,000.

# So . . . you want to get into Direct Mail

By LORNE CAMERON  
Manager, Direct Mail Division  
R. L. POLK & CO., Cleveland

Several years ago there was a young chap associated with me. He hadn't been on the job very long when a manufacturer of fancy cookies came to us with a special problem he wanted to solve by Direct Mail. This manufacturer had a list of approximately 350 wholesalers located in out of the way places. Because these prospects were "off the beaten path" and because they did not represent a tremendous volume of potential business it wouldn't have paid to have salesmen take the necessary time to visit with them.

The problem was turned over to this young man.

He prepared an eight-piece Direct Mail campaign of large folders and booklets, and all laid out for printing in four colors. They were really beautiful pieces but most impractical to solve this particular problem. The cost would have run into several thousand dollars. Even though all of the 350 prospects would have become customers . . . it would have taken

years before the program would have paid for itself.

The campaign was changed to simple, inexpensive pieces and was successful. This served as a splendid lesson for this boy.

This is not an exaggerated case. Things like that are happening every day. There are a lot of people, not sufficiently well-trained in Direct Mail, who are planning and writing ineffective or wasteful Direct Mail campaigns.

Not so long ago a manufacturer decided to prepare a four-piece seasonal campaign for his dealers. The pieces would be imprinted, addressed and mailed to the dealer's prospects. The Agency handling this account turned this job over to a young person within their organization. He prepared one of the worst programs I ever have seen. The pieces were poorly planned, poorly laid out and poorly written. The original run was 100,000 of each piece . . . and this young person had forgotten to allow space for an imprint! The man the Agency selected to do this job was not trained in Direct Mail.

Another manufacturer had a new oil heater he wanted to merchandise through retail dealers. A three-piece campaign was prepared to sell the heaters. When the plan was built, the young man to whom this job had been entrusted specified it be sent to the approximately 13,000 Heating and Plumbing Dealers. He did not

take into consideration that Air Conditioning Dealers, some Electrical Appliance Dealers, some Furniture Dealers, some Hardware Dealers and Fuel Oil Dealers were all good prospects to sell this heater and should be reached for complete coverage.

This oversight was caught and an extra 34,000 prospective dealers were reached. And reaching these extra prospects made this campaign very successful. This young Direct Mail person hadn't thought about those extra classifications. He had not been thoroughly trained in Direct Mail.

There is no question about it—there is a definite need for more well-trained Direct Mail people. There is no question too, that there is a real opportunity in Direct Mail for those who will dig in and train themselves. Direct Mail is an important media. It is no longer considered the step-child of advertising. Businesses of all kinds and sizes have discovered it as a powerful selling media.

Someone asked me the qualifications necessary to make a good Direct Mail person and what that person should do to make a place for himself or herself in Direct Mail. Study, reading, hard work, enthusiasm, time and initiative were the six points I mentioned.

It might be wise to consider these by themselves and see why they all can play an important part in helping a person become better trained in handling Direct Mail problems. In

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*Reporter's Note:* I bumped into Lorne Cameron a short time ago at the Statler in Washington. Hadn't seen him for a long, long time. We got into a discussion of how hard it is to find well-trained, competent Direct Mail planners and writers. Lorne had some good ideas. I asked him to put them on paper for the Convention Issue. So here they are. Lorne, in case you don't know, was the fellow who made up for the DMAA the final listing and description of the "49 Ways". He has been planning and selling good campaigns for years. He is now manager of R. L. Polk's Cleveland Direct Mail Division.



this connection we mustn't forget that there is more to Direct Mail than just laying out mailing pieces and writing copy. There are a hundred and one details to take into consideration in every campaign. The Plan must be built. The kind of pieces (letters or folders or booklets) decided upon. The layouts made. The enclosures, if any, worked out. The copy written. The art work prepared. Photographs selected or made, if they are to be used. Letters processed, if letters are part of the campaign. The type selected. The pieces printed. The mailing list secured. The pieces addressed and mailed.

Now let us consider the six steps.

**STUDY**—In most communities special advertising courses are available . . . and the majority of these courses devote considerable time to Direct Mail. Some of these courses are excellent and extremely helpful. Then there are correspondence courses which can be taken and books on Direct Mail that can be read. These should be a *must*—even though an outside course is taken. Then too, study can be done on the job.

The Direct Mail person should

watch the reaction from every mailing and determine what happened from that mailing. A careful check should be made on every Direct Mail test being made to determine what pulls and what doesn't—and analyze the reasons why. There are hundreds of important lessons that can be learned from the inside if a person is genuinely interested and wants to learn.

**READING**—In addition to books on Direct Mail, there are trade publications pertaining to Direct Mail which should be read. Articles in these publications are a gold mine of information. After-hour reading can play a vital part in training a person in Direct Mail and paving the way for ideas. I know one young fellow who developed very quickly into a successful Direct Mail man. From his very start in this business he kept a card file arranged by subjects on everything he read. When a problem came up he referred to his file and located the articles pertaining to that subject. This has helped him tremendously.

**HARD WORK**—A Direct Mail job is more than a 9 to 5 job. It's a

twenty-four hour job. A person should think, eat and sleep Direct Mail. And Direct Mail is so vitally fascinating that this is not a hard thing to do.

**ENTHUSIASM**—Enthusiasm is important on any job. It is doubly important in the case of Direct Mail. A person must be 100% sold on Direct Mail and its tremendous possibilities. I'm thinking about two young men. One had enthusiasm for Direct Mail. The other didn't. The Managing Director of a large hotel had expressed an interest in Direct Mail. The second chap called upon him and didn't get to first base. A week later I asked the first one to see this man. He secured a several thousand dollar campaign.

When the Managing Director asked him why he should use Direct Mail he immediately told him about a dozen other large hotels, how they were using Direct Mail and actually quoted result figures. He had "dug out" these case stories before he made the contact. The first chap has made very much of a success of Direct Mail. The second fellow didn't last.

**GIVE IT TIME**—It takes time to master all the details of Direct Mail and to reach a point where you can plan and write successful campaigns and carry them through to a successful conclusion. All too many young people today are in too much of a hurry to reach the top of the ladder.

**INITIATIVE**—This is important. Take specific problems and work them out—without being told to do so. Maybe the first few won't be too well done, but there's always some one who will point out what is wrong. You will profit by the mistakes you make. And it won't be too long before the ideas begin to click. You will have helped yourself become more thoroughly trained.

I had lunch a few days ago with a friend of mine who has been in the Direct Mail business for thirty years. "I don't suppose there is any business today," he said, "that offers a greater opportunity for a person than Direct Mail . . . provided that person is willing to prepare the ground work that is so necessary. I could use two young people right now if I could find them . . . and their future would be secure."



## SCENERY BOOSTS THE "BOX-OFFICE"

Ever notice how top-notch scenery makes a "boy-meets-girl" movie seem better than usual? . . . Paper does the same for your direct mail story. That's a good reason why we suggest the best. See your printer. He's an expert. He'll help you select the right *Rising Intralace* for your next mailing.

### Rising Intralace

- ✓ New brilliant white
- ✓ 5 weights
- ✓ Envelopes to match in 5 sizes
- ✓ Specially sized for offset and gravure
- ✓ Inexpensive
- ✓ Distinctive pattern appearance
- ✓ Excellent printing surface for letterpress

WHEN YOU WANT TO KNOW . . . GO TO AN EXPERT!

# Rising Papers

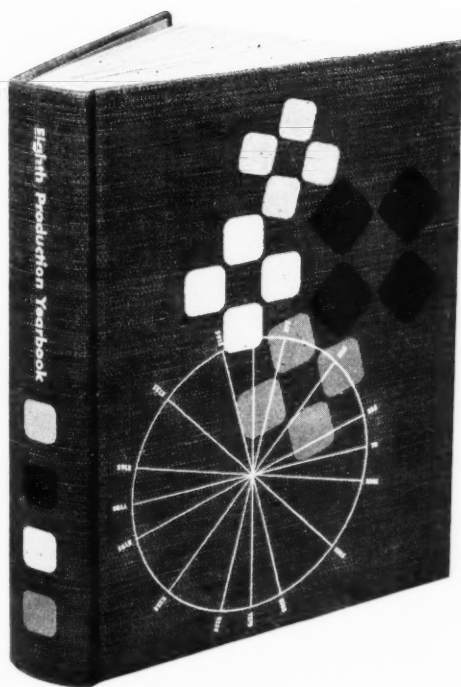
ASK YOUR PRINTER . . . HE KNOWS PAPER!

Rising Paper Company Housatonic, Mass.



*"This book is TERRIFIC! It's the greatest, most wonderful book of its kind ever published, and no direct mail man can afford to be without it. Even if you charged \$100 a copy for it, it would still be a bargain!"* — HENRY HOKE

*"The most valuable single graphic arts tool that has ever been devised for the advertiser."* — JAMES M. SECREST, *director of typography, Foote, Cone & Belding.*



Price  
\$15

Send check or money order to—

*Get your copy now—while the supply lasts. Or examine one at the booth at Direct Mail Advertisers Exposition, Benjamin Franklin Hotel, Philadelphia, beginning September 29.*

**COLTON PRESS, Inc., Publishers**

Atop 468 Fourth Avenue, New York 16, N. Y. MU 5-0350

## PERSONALIZED BANKING

We've got to agree with Joe Russakoff's article on page 38. Because banks seldom do think of personalizing.

But once in a while a bank comes along . . . and makes the exception to the rule.

Recently we found one in this category. The Emigrant Industrial Savings Bank, 5 East 42nd Street, New York 17, N. Y.

Inside . . . it's decorated very much like a department store. No cages. Music playing. Air conditioned. Pretty girls to answer questions. A pleasure to do business with.

And the letter sent out to new depositors is good. Typewritten on engraved stationery. Second sentence is a honey. Here it is . . .

Dear Mr. Blank:

May I extend a word of welcome to you as a new depositor in the Emigrant?

I hope that you will not think of the Emigrant in terms of stone and steel, or as just a place in which to keep your money safe. I should like you to think of us in terms of *people*—friendly people who welcome the opportunity of sharing

with you the knowledge gained from a long experience in money matters.

You will find real satisfaction in reading our most recent statement, which I am enclosing. It presents in a straightforward manner, and in common sense language, your Bank's financial position, and lists for you the Trustees who govern its policies. This is information which I feel is of interest to every depositor, and especially to a new member of the Emigrant family.

You may be assured that your patronage is very much appreciated and that we look forward with pleasure to being of service to you.

With my best personal wishes,

Cordially yours,

(Signed) John T. Madden,  
President

## "THE THREE POINTS OF CONTACT"

That's the title of a wonderful little booklet containing a transcript of a talk by Kenneth A. Millican. Published by the Caterpillar Tractor Company, Peoria, Illinois. And reprinted through the courtesy of Bankers Printing Company.

It's well-worth the half-hour it takes to get through the 18 pages. Gives many examples of good and

bad selling techniques and habits . . . with plenty of actual case histories. Amusing style . . . easy to read.

Mr. Millican shows how "a \$130 a month janitor can knock more business out of the back door in five seconds than two assistant cashiers at \$350 a month can get in through the front door in thirty days". It actually happened.

First couple paragraphs read as follows:

"For many years I have been forming a theory in the back of my own foolish red head that since we are all selling *something* . . . either material things or service or brains (if we have any) . . . we *must* effect contacts with our buyers. And I have reached the conclusion that these contacts are effected in only **THREE** ways; sometimes one of three, sometimes two, and sometimes all three—but there are only *three*. I have tried for the best part of my young and beautiful life to find a fourth, but my quest is in vain . . . there are three and three only."

"These are the *personal contact*—face to face; *correspondence*—our letters; and the *telephone*. And most of us are criminally defective in most of them!"

Fred Jolly, Assistant Director, Community Division of Caterpillar sent us our copy. He might even be able to supply interested REPORTER readers with copies.

## DIRECT MAIL!

Dear Henry:

O.K.—chop off an inch at a time!

Against logic that cannot be refuted, some people still hesitate to do the honest thing by our Nell; so they still refuse to change her name to *Direct* instead of *Direct Mail Advertising*.

But they do give in just a little bit. For example, in a current Association application blank, replete with the term *Direct Mail Advertising* where the simpler *Direct Advertising* is more appropriate and more understandable, there are *some* concessions—nine to be exact.

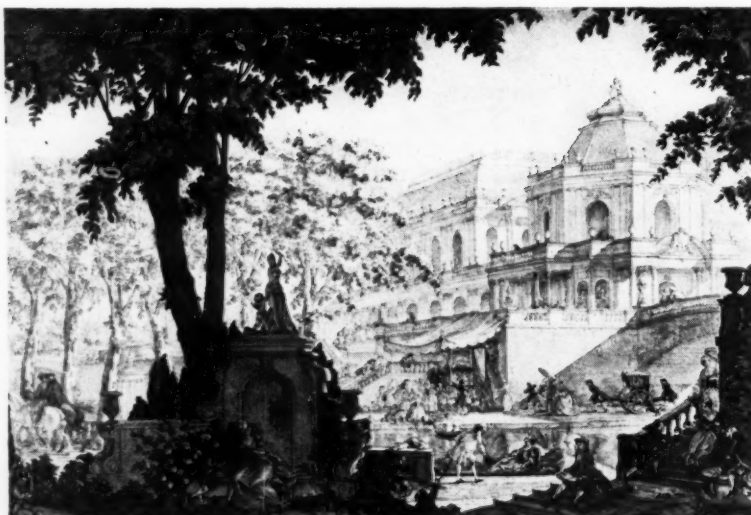
So we *are* making progress. It would seem that, like the Dutchman who hated to cut off his puppy's tail in one fell swoop, we are chopping off only an inch at a time.

O.K.—the way we do it is not important. Let's keep on chopping.

Persistently,

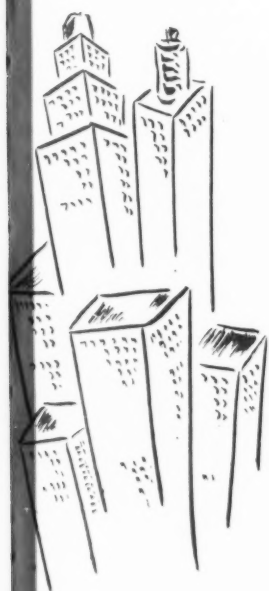
Harrie

Harrie Bell, author of "Getting the Right Start in Direct Advertising," still thinks our name needs chopping.



This is the illustration being used by Harris-Seybold Company, 4510 East 71st Street, Cleveland 5, Ohio . . . for their mid-year 1948-1949 calendar. It's a beautiful 29" x 31", 4-color, lithographed piece that will spruce up any wall. This year's calendar is titled "Romance" . . . a watercolor by T. M. Cleland (as usual). Copies are available, and can be obtained by writing to Harry Porter at H-S.

*Three from "LEE"*



"LETTER CRAFTSMEN & DIRECT MAIL COUNSELORS"



● MULTIGRAPHING  
● MIMEOGRAPHING  
● PHOTO OFFSET

● LEE-RITE LETTER  
● ADDRESSOGRAPHING  
● COMPLETE MAILING FACILITIES

## LEE LETTER SERVICE

19 WEST 44th STREET • NEW YORK 18, N.Y. • VA. 6-4137-4138-4324

Three from Lee  
Are going to Be  
In friendly Philly

This is going to be a great Convention! We Three from Lee are going to be there for two good reasons....

The second reason is to absorb all the good direct mail ideas that you bring and possibly pass on a few good ones of our own.

Wondering what happened to the first reason? That's right, you mind readers, it's to shake your hand and flip a few quips. Besides, a lot of water has passed under the George Washington Bridge since last we met and we think that we have a couple of ideas that could help you turn out better direct mail.

So look for the badge of Lee in Philly.

Yours sincerely,

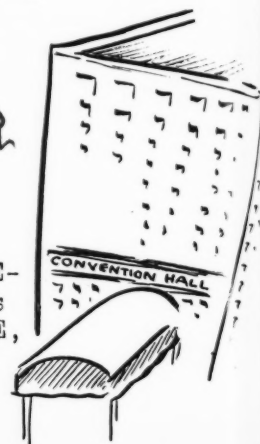
*Rose R. Lee*  
Rose R. Lee

*Ed. Perlstein*  
Ed Perlstein

*Harold Smith*  
Harold Smith



P.S. This letter was originally reproduced by our LEE-RITE process, but the P.O. said nix in 2nd Class mail. Don't forget to ask us about our LEE-RITE, PENCIL-RITE, INK-RITE and CRAYON-RITE letters.



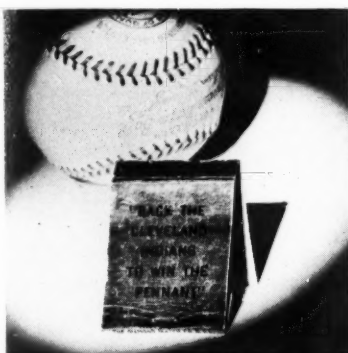


## BASEBALL + MATCHES = SALES

In the May REPORTER, our feature story was titled "Flames for Direct Mail" . . . and told about match-book advertising.

Here is a follow-up: how Donald Ellicock of Cleveland is selling his real estate.

This year he spent a large chunk of his company's advertising budget on the Diamond Match Co.'s (475 Fifth Avenue, New York 17, N. Y.) gold-covered match books.



He uses an unusual selling angle. Instead of conventional match book copy . . . the outside cover simply says, "Back the Cleveland Indians to Win the Pennant" (see illustration). You've got to look inside to find that Ellicock is in the real estate business.

Ellicock has been giving the matches away to customers, clubs, hotels, restaurants and even to strangers he meets on the street. And he's been getting business from it.

## PRIZE FOR ERRORS

Lee Trenholm, editor of "Provincial's Paper", h.m. of Provincial Paper Limited, Toronto 2, Canada, advanced a novel idea in his July-August 1948 issue. Here's how he explained it.

*Want five bucks—dollars, that is?* Just discover typographical error in Provincial's Paper, beginning with this issue. Your editor will reward you with a prompt cheque, fresh out of his expense account.

Remember: typographical error or indisputable misstatement of fact. No reward for matters of opinion, style, usage, rhetoric, optional spelling, etc. Only one reward for each error, payable to the first to report it. No verbal reports; only by mail.

As it's our dough that's in jeopardy, we'll decide, in consultation with Webster's International Unabridged, whether to pay or not—and if we still can't read proof, and the outlay becomes too heavy, we may have to call off the whole thing.

Until then, the line forms on the right!

That's a good idea for all h.m. editors. Might inspire more careful reading. And certainly . . . more cautious proof reading.

## A GOOD COMBINATION

When a publication is being promoted by mail . . . there often arises

a big problem. How to avoid reaching present subscribers when using an outside list. Or . . . how to avoid irritation when there are duplications.

Here is how the problem is handled by "Food Drug Cosmetic Law Quarterly", 214 North Michigan Avenue, Chicago 1, Illinois. Stapled to top of two enclosures . . . is a transmittal note printed by offset in red ink on white paper. Copy reads:

"IF YOU ARE  
ALREADY A SUBSCRIBER . . .

. . . please hand this announcement to a friend who might be interested.

Because of clerical and mechanical difficulties, it is sometimes impossible to omit subscribers from the mailing lists we use.

CCH"

That note accomplishes three things.

1. Adds the personal touch . . . that extra something clipped to otherwise ordinary mailing piece.
2. Gets the ad passed around.
3. Apologizes to present subscribers for being solicited again.

## A SHORT, SAD STORY

Gunthorpe was a top notch salesman for the Cratchit Company. He passed away just before the war and was reincarnated as a paper clip.

Gunthorpe's boss was a typical sales manager who believed in holding down expenses. He decided to keep on using Gunthorpe even though he was only a paper clip. So, for about five years he just hooked Gunthorpe onto his letterhead and sent him around to his old customers. Gunthorpe didn't mind

the work. All he did was hang on to a couple of sheets of paper and see that they got safely back to the office. As time went by, Gunthorpe kept getting more bent and rusty.

Now the sad part of our story: Many sales managers are still sending out rusty order takers as salesmen. They had better correct this situation now, because their competitors have changed from using rusty order takers to using sharp, intelligent salesmen.

## A SHORT, GLAD STORY

Recently, Gunthorpe's boss discovered that orders were dwindling to nothing. One day the sales manager received SALES REVIEW and laid it down right on top of rusty, old Gunthorpe. Next day he had a chance for some important business. Through force of habit he picked up Gunthorpe, clipped him on the letters and sent him away. The sales manager didn't think he would get this business because of stiff competition.

To his surprise, back came Gunthorpe with the order. Surprise became amazement when he noticed Gunthorpe was no longer rusty, but was quite bright and shiny as he

firmly held the signed contract.

"How come?" he cried. Gunthorpe told him: "All night that copy of SALES REVIEW was lying on top of me. I started reading SALES REVIEW, found it enjoyable, interesting and helpful. I read many things I ordinarily wouldn't come across, and the more I read the brighter and more polished I became."

And here's the glad part of our story: *At no cost or obligation* you can test SALES REVIEW and determine its value to your sales force. Let us prove that your men will benefit from SALES REVIEW. Better inquire right away.

## SALES REVIEW

417 NORTH DEARBORN ST., CHICAGO 10, ILL., SUPERIOR 5578



partment gives it to the printer with these instructions: "Letterpress, one color". It stands to reason that little is left of the accepted design. The second color not only had the job of breaking up the monotony . . . but constituted an essential part of the design itself.

When a single color letterhead is desired, this fact must be definitely decided upon when the order is placed. The experienced designer will then find other means to produce the desired effect. He will use other letter types, a different weight of letters, italics or something along that line.

The amount of copy on a letterhead should under all circumstances be limited to the essentials. The letterhead is no advertisement. The desired effect of the letterhead is to be expressed by dignity and calm solidity . . . not by hammer blows. The letterhead is no barker.

The letterhead of a steel mill must have a different face than that of a fashion magazine. But both can be beautiful. The steel mill should not confuse strength with brutality, or the fashion magazine . . . elegance with shapeless frilliness. A letterhead of an airline must combine lightness with solidity. The letterhead for a railroad can be somewhat heavier, firmer and more masculine. Both should give a slight indication of speed.

(Continued on Page 62)

**Reporter's Note:** In the June 1948 REPORTER . . . we mentioned that a European letterhead designer . . . William Metzger, 331 Madison Avenue, New York 17, N. Y. . . was here turning out beautiful letterheads for some of the biggest and best known companies in the U. S.

We asked him to give us his thoughts about letterheads . . . for this Convention Issue. Here they are.

William Metzger was born in Germany in 1893. He started his apprenticeship as a lithographer . . . and soon became a connoisseur of old English labels and engraved letterheads. After the first World War, he started out as a commercial designer . . . and in ten years time achieved a reputation as a world-wide known letterer and graphic designer.

He left Germany in February 1939 as a hater of Hitlerism . . . and is now an American citizen. His change from European to American style is illustrated on these pages. He wrote this article in German . . . We are printing our translation. Hope it is satisfactory to Mr. Metzger . . . and you.

SEPTEMBER 1948

# LOAFING?



# NO!

## SHE'S KEEPING THREE AUTO-TYPISTS BUSY . . . TYPING PERSONAL LETTERS!

The girl pictured here is operating not *one* but *THREE* of the most amazing business machines ever built. With these three machines she can turn out as many as 400 letters a day. Not *form* letters, but *personal* letters — each one completely and individually typed. Even *that's* not all. In addition this one girl can *type in by hand* all necessary names, dates and other reference material that makes each letter as much a *personal* letter as though it had been hand typed from beginning to end!

### For Large and Small Offices

No wonder office managers' eyes blink with amazement at the drop in typing costs. No wonder tired typists sigh with relief when pneumatic fingers take the drudgery out of typing. It's like magic to see one girl and three Auto-Typists easily "pour-out" repetitive typing that formerly required the time of six typists.

### Sample Letter — Free!

But see for yourself. Clip the handy coupon to your letterhead and we'll send you an Auto-Typed letter that you can't tell from one that a skilled stenographer types by hand. We'll also enclose an interesting illustrated folder that shows just how Auto-Typist works and how it saves countless dollars and countless hours of time for large and small business offices all over the United States.

Before buying any automatic typing equipment, learn why Auto-Typist gives flexibility, speed and economy of operation not matched by any other. Send for these facts today. No cost or obligation — now or ever.

**The Auto-Typist** Dept. 29  
610 N. Carpenter St., Chicago 22, Ill.

**RUSH  
THIS  
COUPON  
FOR  
FREE  
FACTS**

THE AUTO-TYPIST, Dept. 29  
610 N. Carpenter St., Chicago 22, Ill.

Write to me on the Auto-Typist. Also send me illustrated circular that describes your Push Button Model. All information is free and I am under no obligation.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ P. O. ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Prominent Users of Strathmore Letterhead Papers: No. 79 of a Series.



## THE NEW "20th CENTURY LIMITED" MEETS MODERN NEEDS

**... Does your letterhead do this?**

One of the oldest American railroads, the New York Central System is also one of the most progressive. Witness its new "20th Century Limited"—latest word in passenger convenience, with its rooms convertible for business conferences...its radio phone, secretary and barber-valet on tap for traveling executives...its spacious lookout lounge for relaxation.

Significantly, like many other leaders of industry, the New York Central System uses a Strathmore letterhead paper. Its officials realize the importance of creating a fine impression in every phase of business, from railroad cars to correspondence.

How well does your letterhead express the vitality and dynamic quality of your organization? If your present letterhead falls short of representing your company in today's terms, ask your printer to submit new designs on Strathmore paper.

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Day Path Bond, Strathmore Writing, Strathmore Bond.

# STRATHMORE MAKERS OF FINE PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

## The Letterhead

(Continued from Page 61)

The steamship lines can be a bit richer in design and more colorful ... as it connects time with relaxation and luxury. An advertising agency can and should be a little bolder in leaving the conventional lines. A public relations office can be more reticent and conservative. But, it too, should leave the final impression of matter-of-factness ... to letterheads of offices and banks.

All that, of course, is expressed in nuances. What one wants to express should never be displayed loudly and with exaggeration. It is therefore necessary that only experienced and sensitive designers should be given the job of preparing a letterhead. One should follow his advice and experience. He will be able to present a series of comprehensives within the given scope of possibilities, from which the client can choose the one most to his taste and liking.

The client should never be afraid of a beautiful letterhead. Beauty is an invincible power. Man lives and experiences the world largely through his eyes. For that reason, the letterhead should not be merely a lifeless, matter-of-fact statement of name and address ... but a thing of beauty.

► SCHNEIDERREITH & SONS, 208 South Street, Baltimore 1, Maryland sent us their latest booklet ... promoting their services. Came in an envelope stamped with the Francis Scott Key commemorative stamp. Booklet is an 8 page 3¼" x 7" pamphlet ... with 1¼" x 2", square cut-out of front cover. Showing through is another F. S. K. commemorative stamp, tipped-on page 3. Surrounded by border. Then underneath ... the story of the stamp and the National Anthem. Tie-in half-way through the copy reads ... "Key's stirring stanzas might have been lost except for the printing press, for it was through repeated printings that the popularity of the poem grew to where it was accepted as our National Anthem". Then a few paragraphs about Schneiderreith's printing abilities. Another simple but impressive job.

► A & M Karagheusian (manufacturers of Gulistan Carpets), 295 Fifth Avenue, New York 16, N. Y. has just issued a luxuriously illustrated 12-page dealer-promotion brochure ... 13¼" x 17", in full color. Mailed to Gulistan retailers ... to preview newspaper and magazine advertising for this fall. Titled "For the Long Haul". Contains reproductions of the ads that will appear ... along with "when" and "where" information.



# visual aids

go to work for business

By FRANCIS W. WEEKS, Instructor in Business English, University of Illinois

Visual aids make it possible to put across more ideas in a given time, do it more thoroughly and convincingly, and make the presentation stick. In recent years the schools of America have tremendously increased their use of visual presentation. During the war, the armed services relied heavily on visual means of instruction. Industry has adopted visual aids to speed the training of factory personnel. And now business firms are using these aids to increase the efficiency of their secretaries, improve the dictating habits of their executives, train sales personnel and speed up the tempo of meetings and conferences.

That visual aids get results is proved by the experience of our Navy. The Navy training program during the war used visual aids extensively, and on the basis of that experience the Navy claims that men learn up to

35 per cent more in a given time and remember facts up to 55 per cent longer.

Visual aids need not be expensive nor elaborate to get results. Too often visual aids are thought to be synonymous with motion pictures, but such is not the case. Motion pictures are but one form, and the most expensive, of visual aids. There are others equally effective in certain situations and relatively inexpensive. Of the three major aids, I rate motion pictures third in usefulness to business. Only where movement is essential to put across an idea is the motion picture recommended.

Nor does a company have to hire a producer to make its films; it can do very well by buying, renting or borrowing films already produced. An investment of only a few hundred dollars in equipment will make available a wealth of visual aids training material. Here are the principal machines and training films arranged in what I consider the order of importance.

## 1. The Opaque Projector

The most useful machine for training purposes or for conferences is the opaque projector, an instrument which projects on a screen by reflection any flat surface up to six inches square. It will project almost anything . . . in color; in fact, the color reproduction of a New Process Com-

pany letter is better in an opaque projection than on a color photographic slide that was made of the same letter. Since no preparation of the material to be projected is necessary, the economy is obvious. For example, you can use a letter once and then put it back in the files or throw it away. Letter projection is very successful with this type of machine provided  $1\frac{1}{4}$ " margins are made. Since most letters do not run more than six inches long in the body, the whole letter fits on the screen. If the letter is typed heavily in pica type on glossy paper, it will show up very well.

The opaque projector has its limitations. Foremost is the six-inch-square size of illustration . . . though it is possible to obtain a custom-built projector that will reflect an  $8\frac{1}{2}$ " x 11" sheet. Another limitation is that the room must be quite dark for the illustration to show up well on the screen . . . so dark as to make it difficult to take notes. Finally, the opaque projector is a bit cumbersome to carry around, but it is portable.

## 2. The Sound-Slide Film

The slide-film consists of individual pictures (called "frames") printed in series on 35 mm. film. It can be accompanied by a record, usually a 33  $\frac{1}{3}$  rpm transcription, which provides a running commentary on the film. This combination is

(Continued on Page 64)

*Reporter's Note:* Many business organizations are becoming increasingly aware of the importance of training executives in letterwriting. THE REPORTER told about Prudential Life Insurance program in our January 1948 issue. Our investigations reveal that such training programs require some form of *visual aid*. That is,  $8\frac{1}{2}$ " x 11" letters are too small to be seen by even small groups in a letter criticism session. They must be enlarged. Because of the importance of the subject . . . we asked Francis W. Weeks, Instructor in Business English, University of Illinois to give us his advice. He is an experienced expert. His article should interest all REPORTER readers concerned with organized Direct Mail Training.



### 1. TRIPLE-DUTY ENVELOPES

Complete 3-in-1 mailing piece. Includes outgoing envelope, message and reply envelope. Makes it easy for customers to reply or remit promptly.

### 2. TRIPLE TANDEM MULTILITH

Two color photo-offset letterhead (including halftones), multigraphed letter and facsimile signature all printed in one inexpensive operation. Many variations.

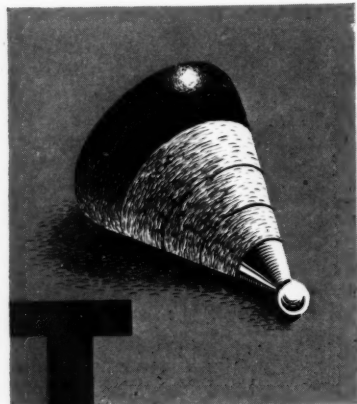
### 3. TRIPLE HEAD MULTIGRAPH

At amazingly low cost, you get two-color line heading plus multigraphed letter with facsimile signature or 2 other combinations.

Our phone number is easy to remember—ALgonquin 5-1515

**HODES-DANIEL CO., Inc.**

137 Varick Street  
NEW YORK 13, N. Y.



**Tops all others...**

A spinning top with its many gay colors blending in close harmony just naturally attracts attention. It is the same way with envelopes. A brightly colored envelope attracts the consumer's attention . . . it makes him open it to see what's on the inside. For many years Cupples has been manufacturing such an envelope. Through our special coloring and striping processes, we give you an envelope that has eye appeal . . . one that will greatly increase the results of your next mailing. Yes indeed Cupples personalized envelopes are tops for direct mail use.

**CUPPLES ENVELOPE CO., INC.**  
360 FURMAN ST., B'KLYN 2, N. Y.

called "Sound-Slide Film" and has been developed by industry for internal training and external sales purposes. It is a very economical training aid and, because of its low cost, is preferable to moving pictures for situations not absolutely requiring motion to put the point across.

A portable projector for sound-slide films is available, one which plays the record and projects the film.

The best training film of this type that I have seen is *Talking to Your Boss*, produced by the Jam Handy Organization for Montgomery-Ward. Mr. F. H. Roy, Correspondence Supervisor, gets many requests from educational institutions for this film. It's shown to all classes in Business Letter Writing at the University of Illinois. This film drives home, better than any lecture, the fundamentals of effective public relations through good letter writing.

Then there is a series of six slide-films, produced by "Cy" Frailey and the Dartnell Corporation, based on Frailey's book, *Smooth Sailing Letters*. These sound slide-films have been used in the Frailey-Aurner letter clinics, and businessmen seem to like them. Another series of six films features Dale Carnegie in *How to Win Friends and Influence People*; the producer is Audio-Vision Inc., 285 Madison Avenue, New York 17.

### 3. The Motion Picture

The motion picture as a training aid has one great advantage—it gets better attention than any other. Certainly it is the best for showing continuity of a process involving movement, typing for example. On the other hand films and projection equipment are relatively expensive; films must be handled with the greatest of care, and a trained projectionist is needed for best results, whereas, in five minutes, anyone can learn to operate an opaque or sound-slide projector.

Motion pictures are being used widely for the training of secretaries. The Underwood Corporation, typewriter manufacturers, has a film called *Duties of a Secretary*, produced and distributed by National Educational Films. It is a 30-minute, black and white movie with no sales promo-

tion other than two close-ups of an Underwood typewriter. Another film is *Eight Parts of a Business Letter*, a 12-minute sound film made in 1944 by the International Theatrical and Television Corporation, 25 West 45th St., New York 19. The film covers the mechanical make-up of a business letter, envelopes and mail handling. Another film is *Secretarial Etiquette*, distributed by Business Education Visual Aids, 104 W. 61st St., New York 23.

A highly recommended film for the boss is called *Take a Letter, Please—How to Dictate*. Originally produced by OWI for the Navy, it is now distributed by Castle Films, a division of United World Films, Inc., 30 Rockefeller Center, New York 20. It's a 15-minute sound film.

### Sources of Information

There is little organization of information on visual aids as yet. There are indexes, catalogues, books and periodicals, but no one source which can be depended upon to give complete information on all visual aids.

The most useful book is *The Audio-Visual Handbook*, by Ellsworth C. Dent, published by the Society for Visual Education, 100 East Ohio St., Chicago 11. It gives a complete account of types of visual aids, equipment, and their use.

Of the many periodicals, the most useful are *Business Screen*, published at 812 North Dearborn St., Chicago 10; and *Business Films*, 6060 Sunset Blvd., Los Angeles 28.

The only indexes are published by the H. W. Wilson Company. Their monthly *Educational Film Guide* indexes motion pictures, with a separate index for sound-slide films.

The chief producers and distributors of films are: The Jam Handy Organization, 2821 East Grand Blvd., Detroit 11; Coronet Instructional Films, Coronet Bldg., Chicago; Sarra, Inc., 16 East Ontario St., Chicago; Wilding Picture Productions, Inc. 385 Madison Ave., New York 17; Modern Talking Picture Service, 9 Rockefeller Plaza, New York 20; Caravel Films, 730 Fifth Ave., New York 22, and Business Education Visual Aids, 104 W. 61st St., New York 23.

## Strictly Mail Order

**Reporter's Note:** This department of THE REPORTER is reserved for the views and news of the mail order people . . . the men and women who use the mails to get immediate orders.

The summer months were hard on the mail order operators. Mailings were greatly restricted . . . and returns for those who did mail fell off badly.

*This reporter* learned of a very much off-the-record meeting of a small group of big-time mail order people. Without revealing details . . . we can report consensus of opinion that July 1948 returns were down at least 50% compared with July 1947 (which was a not-too-good month either). Subscription and book club renewals were down about 20% average from previous year.

So faces were glum!

The shrinkage is blamed on various causes. War talk . . . heads the list. Election year, next. Inflated prices on necessities and therefore more limited funds for things not so necessary. The last cause is the most probable.

"Things" are expected to level off during the fall season . . . but there are hard selling days ahead. *This reporter* hopes that the necessary hard selling will not release a flood of high pressure hullabaloo with wild claims and wilder offers. It's a time for mail order people to be more than usually careful.

We have received recently a number of reports about abuses in field-selling subscription work . . . even with the publisher's Central Registry plan in effect. An indication that irritating high-pressure is continuing in spite of policing. Let's hope we can keep such tactics out of the mail.

With the Federal Trade Commis-

sion cracking down on the use of the word FREE, one of our good friends in the mail order field should watch his step. He recently sent out a four page simulated handwritten letter offering fifteen Christmas Cards for \$1.00 on approval. As a stimulant, he offered a pocket size Etiquette Book absolutely free. The book could be kept even if the cards were returned. An additional gift of twelve charming

gift cards were offered free if the cash was sent with order. The word free was mentioned seven times in the letter.

Aside from the Federal Trade Commission's objection to the use of the word free, *this reporter* can't understand how so many gift offers can be made on a dollar proposition.

The following item was submitted by George R. Bryant, Mailing List Broker, 75 East Wacker Drive, Chicago, Illinois.

This isn't new, Henry,

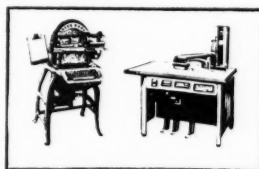
but it may be important to the success of some fall mailings.

One of the list broker's and list owner's biggest headaches is the mailer who waits until after the last minute to place his list orders.

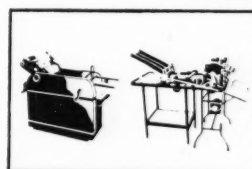
We had a classic example the other day. A mailer ordered a 70,000 list that was on plates. He gave us the order on Thursday and wanted delivery on Monday —and then delivered the envelopes to be addressed on Tuesday! The addressed

## REBUILT

ADDRESSOGRAPHS  
GRAPHOTYPES



MULTIGRAPHS  
MULTILITHS



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Miracle Plant

Every Machine is Guaranteed

PLATES — FRAMES — TABS — CABINETS — DRAWERS  
for ADDRESSOGRAPHS and SPEEDAUMATS



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Miracle  
Floors!

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**ADDRESSING MACHINE & EQUIPMENT CO.**

29-31 EAST 22nd STREET, NEW YORK 10, N. Y. • ORegon 4-6400

envelopes were delivered to his lettershop on Friday which we think is pretty swell service but every time the phone rings we are expecting to hear the mailer's storming voice on the other end.

If mailers will plan their mailings and order their lists in time, they will get better results.

A safe schedule for placing list orders that would allow everyone to do a good job would be something like this:

List on labels	20 days
List on stencils or plates	30 days
List to be typed	60 days

Of course it doesn't always take this long but isn't it better to be safe than have a mailing delayed because the names do not get there in time?

I think the new department "Strictly Mail Order" is a big improvement and I hope it will be kept in *THE REPORTER* and stay as interesting as it has been. I think Lew Kleid's, Mailings, Inc., articles have been particularly good.

Cordially yours,

(Signed) Geo.

Tsk, tsk, etc. Reader's Digest use a double postcard to enlist "community representatives" to sell subscriptions. Very effectively, too. But just recently, somebody slipped on the mailing

list. Cards were sent to physicians. Imagine . . . your doctor winding up his diagnosis or accompanying his prescription with a plea for a subscription to Reader's Digest . . . so he can buy his wife a washing machine.

One of the best things accomplished this past month in the mail order field . . . is another interview released by Lewis Kleid, Mailings, Inc., 25 West 45th Street, New York 19, N. Y. Our May 1948 *REPORTER* carried an interview with Book-of-the-Month Club's Edith Walker. July 1948 *REPORTER* released interview with Marian Armstrong of Time Magazine. This time, Tom McElroy of American Home Magazine, 55 Fifth Avenue, New York 3, answered the Kleid questions. Here are the results:

Q. Does it pay to enclose a circular with a subscription-sales letter?

A. I have never yet found that enclosing a circular with a letter has hurt results. Results with the added circular always have been as good as—or better than—results from the letter alone.

Sometimes I have found that the in-

creased results have not justified the additional cost of the circular—but, nevertheless, the number of sales were increased by the circular.

Q. Do you ever use circulars alone, without letters, in selling by mail?

A. I would never mail a circular by itself. If I had to hold costs down and had to decide whether I would use a letter or a circular, I definitely would eliminate the circular. In selling by mail, a letter is absolutely essential.

Too much repetition is not possible in selling by mail. A letter is a handshake and an introduction mentioning the outstanding sales points—while a circular affords opportunity to elaborate on the selling points with illustrations, additional description and display features.

Q. What about color in Direct Mail subscription selling?

A. Occasionally a one-color letter may outpull a two-color letter message. In most cases a second color pays for itself if used correctly.

When a two-color letterhead is used, it is practical and economical and selling-wise to utilize the second color in the body of the letter for subheads or for other outstanding sales points.

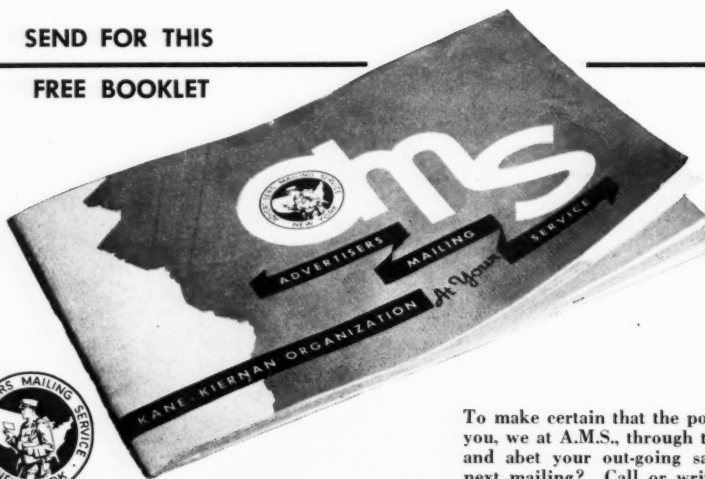
Q. Does it pay to fill in the name of the recipient in a subscription letter?

A. Unless a fill-in on a form letter is done with extreme care and efficiency, in order to make as nearly as possible a

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*First Class Services for  
All Classes of Mail*

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Compilation Maintenance

**MULTIGRAPHING**

**MIMEOGRAPHING**

**ADDRESSING**

Hand Typewritten Sticker

**MAILING OPERATIONS**

**MAIL SURVEYS**

To make certain that the postman's "homing" ring means more business for you, we at A.M.S., through the operation of specialized mailing services, aid and abet your out-going sales strategy. May we help you dispatch your next mailing? Call or write . . . we'll be happy to serve you!

**ADVERTISERS MAILING SERVICE, INC.** Kane-Kiernan Organization

**915 BROADWAY, NEW YORK 10, N. Y.**

TELEPHONE  
AL 4-6666



perfect match, the fill-in does more harm than good. It is far better to omit the fill-in on a form letter entirely than to use a poor fill-in. A brushed-in fill-in or a pen and ink personalization sometimes will work.

Q. How long should subscription-sales letters be?

A. I think the answer to how long a letter should be is about the same as the answer to how high is up. My experience is that it pays to say what you have to say in the briefest possible way—and let that be the length of your letter, whether it be one paragraph, or one page or several pages.

I have known long letters to outpull short letters. And I've known short letters to outpull long ones. The short-letter vs. long-letter controversy will never end in mail selling.

Q. With a two-page subscription letter, would you print the second page on the reverse side of the first page, or would you use two separate sheets?

A. I would use the reverse side of the first page, rather than use two separate sheets of paper. If the message holds the reader's attention to the bottom of the first page, it is immaterial whether the continued message is on a separate sheet or on the reverse side of a single sheet.

Q. Do you get best results with separate subscription-order forms, or order forms at the bottom of the letters? Does it pay to fill in recipient's name on order forms? Does it pay to print order forms in two colors of ink?

A. A separate subscription-order form is considerably better than a combination letter-order form.

Fill-in of the prospect's name and address on the order form does not improve results appreciably. But this fill-in does help a lot in taking care of the subscription after it is received.

Colored stock for subscription order forms, if used for attention and contrast, is an aid. I always try to use color stock for the order forms in new-subscription efforts.

Using more than one color of ink on the subscription-order forms never hurts either; and I use more than one color when I can.

Q. Are there "best colors" to use for order forms and reply envelopes in selling subscriptions by mail?

A. In my experience, there are no such things as best colors. If you find, for example, that pink is your best color today, tomorrow you might very well discover that blue or green or yellow is better.

I think it is a lot like having the automobile salesman tell you that a black car rides better than a red one. My own prescription is: Just remember to contrast your colors in your mailing package and forget what colors they happen to be.

Q. Does it pay to use first-class postage on subscription letters?



Jackpots are an old story to PONTON clients. They expect to win—with every spin! PONTON List Service is like that...

## IT'S RIGGED TO PAY OFF!

PONTON does things differently! Here is a list service built to multiply your money—every time!

**EVERY LIST** is compiled individually—made-to-order to do the job you want done!

**NO STOCK LISTS** are sold by PONTON. You can't buy a shelf-stale list from us!

**VERY LATEST SOURCES**—kept constantly revised right up to the minute—are used to build each list.

**VERSATILITY UNEQUALLED.** Our lists are available on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

**SPEED, ACCURACY**—the maximum obtainable is guaranteed!

**24,000 CLASSIFICATIONS** readily available! Other special lists promptly and efficiently supplied. **LATIN AMERICAN** lists a specialty!

**GENEROUS TRADE DISCOUNT.** Producers of Direct Mail offer their clients a valuable extra service—at a handsome extra profit—through the sale of PONTON lists.

**FREE CATALOG** to producers and users of direct mail. Ask for Ponton's famous LIST O' TRADES, the most complete Mailing List Catalog published. Write Dept. R 1.

**EVERYBODY WINS WITH PONTON!**

COMPLETE  
MAILING  
AND  
ADDRESSING  
FACILITIES

**W. S. PONTON** inc.  
AT THE HEAD OF THE *Lists*

EST. 1885  
AGENTS  
IN ALL THE  
PRINCIPAL  
CITIES

635 Avenue of the Americas, New York 11, N. Y.

A. First-class and air-mail postage merely bring results faster. With very few exceptions, first-class and air-mail postage rarely justify their higher cost. Personally, I never yet have found any other type of postage better than third-class postage (1¢ permit indicia).

Q. Do you have any special letter-writing technique?

A. I like to use a headline either in hand-writing or in a second color—followed by a conventional salutation. I try to pack into the headline the most salient feature of the message.

Q. Do different price appeals affect results?

A. In selling books, I prefer a \$2.98 price to either a \$2.50 or \$3 price—a \$4.95 to \$5. In magazines where remittance frequently accompanies order, I prefer an even figure such as \$1, \$2 or \$3.

Q. What should the complete package cost?

A. The ideal mailing piece consists of a letter, a circular, an outside envelope, a reply envelope, and an order form. Including list rental, addressing, letter-

shop operations and 1¢ postage—the complete mailing, dependent upon quantity and quality should cost at least \$42 per M and not more than \$60 per M.

Q. Have you been able to use post cards or double post cards successfully?

A. Not for mail order selling. OK for announcements and notices.

Q. How can the cost of Direct Mail be reduced?

A. The criterion is—not how cheaply a mailing piece can be produced—but how can it be made to pull better. Of course, there are certain obvious economies such as long term planning, gang runs, use of alternate printing processes, direct purchase of papers, designing elements for greatest economy in printing and paper, etc.

Q. In selecting lists for *American Home* do you look for any special qualities?

A. Yes, they should be mail order buyers or in some way be conditioned to mail order impulses. I prefer lists of women who are known to be home owners or prospective home buyers. Interest in *the home* is an important factor. Compiled lists of brides, engaged couples, mothers do not work well.

Q. Can you use a successful list more than once with the same offer?

A. Yes, I've used the same outside lists three times within one year. The only change was in the format and copy.

Q. Do you have any formula for quantities on list tests?

A. It depends on the size of the list and its special mail order qualities. I never test less than 2000 and I may try as many as 25,000 on a very large list.

Q. What is a fair list rental rate?

A. \$15 should be the maximum—and that for current, active mail order buyers. There should be a reduction based on large quantity orders and reductions as the names grow older.

Q. Do you find it advantageous to select geographical areas?


A. Only on tests! On runs, I make no geographical specifications.

Q. Do you find that a more expensive mailing (in terms of paper, printing, personalization, etc.) pulls any better than a well planned low-cost effort?

A. Not enough to justify the extra expense. Given a good list—and a good offer, there's very little need for adding gingerbread.

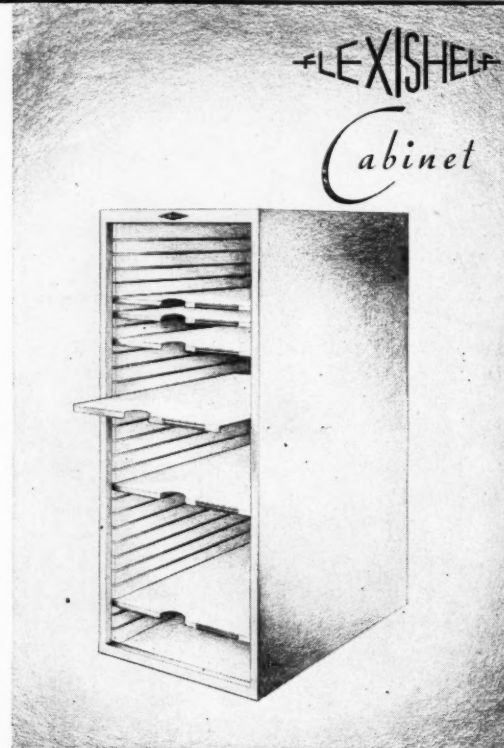
Q. Which do you prefer, a salutation (Dear Reader) or a headline?

A. I use both—a headline to secure attention—then the "Dear Reader" and then sub-heads sprinkled through the message copy.



**FIRST  
SHOWING**

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BOOTH E  
C.M.A.A. CONVENTION  
BOOTH 18  
SEPT. 27-OCT. 1



**FLEXISHelf**  
*Cabinet*

Flexishelf Cabinets will be shown for the first time in the ALL PURPOSE Booth at the Philadelphia Conventions. Make it a point to see them. Flexishelf Cabinets are built and priced right for lettershops, mailing departments and printing offices, to handle—

MAIL sorting — zoning — classifying	COLLATING printed matter — forms
COPY — ARTWORK — PAPER STOCK — STENCILS	

Mail processors will like these Flexishelf features—

- **Unit Construction**—cabinets can be set up as single units, or combined into multi-unit sections.
- **Adjustable Shelves**—guide slots are spaced 1" apart to take up to 24 shelves per unit—spacing can be varied to suit needs.
- **All-steel, Welded Construction**—for long, trouble-free service.

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**All Purpose**

Be sure to ask for the new Flexishelf Bulletin at the ALL PURPOSE Booth. If you can't attend the Conventions, write for a bulletin anyway.



## Playing POST OFFICE

By: EDWARD N. MAYER, JR.

A great many organizations continue to make tests and surveys of third class mail delivery time. Although we've seen the results of many of them, we still haven't found one that compares in speed with that of the DMAA. And we've run into an interesting theory about that particular test which we'd like to pass along to you. This theory (which makes excellent sense to us) holds that because (in the DMAA test) three 1/2c stamps were used on the third class mail, and the letters were dropped down the mail "shoot" along with first class, that the postal employees who handled the mail were "fooled" into believing that the three 1/2c stamps made the letters first class, and then gave both groups first class handling!!

We've known (as you have) that two or three 1/2c stamps "fooled" many recipients into the belief that letters were first class . . . and tests have proven time and again that use of 1/2c stamps to people at their home got better results than other kinds of third class mail.

Now, we're so smitten with this new theory of 1/2c stamps speeding up deliveries that we're in the midst of making some tests. The tests, although they probably can't be conclusive, should show whether one kind of third class gets better delivery than another. We'll report our findings to you (next month) if the figures are all in by that time.

\* \* \* \*

This is the time of year (every few years, that is) when political notes seem to leap out at you from every printed page. As we don't want you to be upset about a lack of them on these pages, we're passing along the results of an investigation we've just made. We've searched the records of both Republican and Democratic Congresses for information about postal rate increases and we're sincerely sorry to tell you that the

Democrats have often talked about increasing rates but practically never did anything about them. However, the Republicans don't do so much talking but do plenty of acting. Actually, the great majority of rate increases have come from Republican dominated Congresses. This is no prognostication . . . but with what we expect to happen in November . . . don't say we didn't warn you that postal rates are in for another increase before too long.

Speaking of postal rates . . . as we usually do these days . . . we hope the boys and girls who go in for such things will, when called before

Congress to testify about any proposed increases, change the tune they've been playing to these many years.

We've been bored, and we think that Congress has too, with the continuing complaints about the method of cost ascertainment. The complaint has always been the same: The system isn't accurate; doesn't take into account many, many things that affect "my" class of mail . . . but "look at the terrific deficit it shows for other classes . . . and why don't you raise those rates before you touch mine!" We've often wondered how many Congressmen were fooled by the kind of arguments that held the cost system was O.K. for "Joe" . . . but completely inaccurate for "me."

We think it's about time that Congress was told (by *all* special pleaders) that the Postal System is and always has been a public service to the entire country. Basically, it's no different than the Departments of Commerce and Agriculture. Obvious-

### When you need a **RECENT BIRTH LIST**

*Remember*  
**WM. F. RUPERT**  
Compiler of national BIRTH LISTS  
EXCLUSIVELY for the past fifty  
years.

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When buying or selling mailing lists . . .

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to have a  
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Good  
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Business  
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Need a specific mailing list? Want to rent your  
own lists? Consult our specialists who can  
save you money. Write today.

**George R. Bryant**

75 East Wacker Drive, Chicago 1, Ill.  
55 West 42nd St., New York 18, N. Y.

ly, a charge should be made for services rendered but to attempt to make the entire service or any part thereof self-supporting makes no sense whatever, just so long as it (the Postal System) is used for social and political uses. If it isn't a public service, why more than 42,000 Post Offices, when so many, many thousands of them take in so much less in revenue than they pay out in salaries alone? No . . . we've said it before and we'll say it again . . . the Post Office is a public service . . . and should be operated for the benefits of the entire country with no *small* group asked to pay increased rates that are predicated on social gains rather than business economy!!

\* \* \* \*

Speaking of business economy, and knowing damn well that in spite of the lines written above Congress is still going to pay pretty close attention to the cost ascertainment Report of the Post Office, we'd like to call your (and Congress') attention to the Report just issued by the General Accounting Office (of the Federal Government) on possible economies

in the operation of the Los Angeles Post Office. The investigation shows a possibility of a \$3,000,000 saving if certain operational changes are made. If you add that \$3,000,000 to the more than \$2,000,000 savings possible in the operation of the Cleveland and Philadelphia offices, you start getting into really sizeable money.

Maybe what the Post Office needs is more careful (and general) operation investigations and less ascertainment of present day costs.

\* \* \* \*

Postmaster Donaldson continues to do his darndest to speed delivery of the mails. Here is a letter he has sent to some large mail users that contains suggestions that may be helpful to you:

"I am anxious to give the best possible postal service to all of our patrons and we in the Department will constantly strive to accomplish this.

"In that connection, there are many ways in which large users of the mail can assist the Post Office Department in expediting the prompt distribution, dispatch and delivery of mail. Most of our patrons, especially the large users of the mail, have learned that the larger Post Offices

are greatly taxed during a peak period ordinarily extending from 4:30 P. M. to 10:00 P. M. each week day because that is the time when the greatest volume of outgoing mail reaches these larger offices. The large mailers could render a very great service and expedite the distribution and dispatch of their mail if they would properly present this mail to the Post Office. Sometimes serious delays result during this peak period in their failure to do so.

"The mail users can do much to advance the distribution and dispatch of outgoing mail by:

- "(1) Tying in separate bundles special delivery, air mail, first class, and third class mail, and labeling them clearly as to classification.
- "(2) By facing all mail the same way within these separate bundles. Where the quantity is sufficient, a canvas basket or an envelope carton could be used, and all letters should face the same way.

"When such mail is received at the Post Office in this way, special delivery mail can be cancelled and sent immediately to the special distribution unit, the air mail can be sent directly to the air mail unit, and the other first class mail is ready for passing through the cancelling machine without facing by employees which requires some time.

"If the mail users could assist the local Post Offices as above indicated, it will not only facilitate rapid distribution but will

# *Finer Impressions*



**ARE MADE HERE**



*The E.F. Schmidt Company* creators of advertising • printers • lithographers  
3420 West Capitol Drive • Milwaukee 9 • 812 North Dearborn Street • Chicago 10



assist in making earlier train connections.

"We want to give good service in prompt dispatch and delivery of mail and we solicit any assistance that the large mail users can give us."

\* \* \* \*

So many of us are apt to think of the Postal System in terms of our own local Post Office, that we'd like to tell you a little about the size of the whole operation as it exists today.

In addition to approximately 42,000 Post Offices, the Post Office Department, employing close to a half million workers and earning a yearly gross revenue of over a billion and a quarter dollars, provides rural delivery service to almost thirty million patrons.

Last year the Post Office handled over 37 billion, 400 million pieces of mail—each single item as important as any other.

To handle this billion dollar industry, fabulous amounts of supplies and equipment are necessary. Almost ten thousand government-owned trucks are used in 1561 cities to relay, collect and deliver mail. In one year, the Post Office used 99 carloads of jute twine for tying letter mail alone, and bought 1,250,000 burlap bags.

And the list of supplies purchased during one year varies from essentials such as 428 typewriters, 557 adding machines, 150 heavy duty bicycles, and 155,775 dozen pencils—to 122 lawn mowers, 9,480 flags, 8000 ink stands, and 36,700 gross of pen points—no one of which is guaranteed for writing purposes, however. Soap, twine, paper, towels, blinds and shades, coal, canvas, sewing thread, gunny sacks—all these and more are used in the postal service.

With all the requests and instructions about accurate addresses and legible inscriptions, each year several million pieces of mail find their way to the dead letter office, unable to be delivered. Through seemingly impossible deduction and detection on the part of postal workers, many millions more of incompletely or improperly addressed letters are delivered. Of the approximately 18 million letters received by dead letter offices last year, over three million were returned to their senders, and the rest, representing less than one percent of all mail handled, had to be destroyed.

SEPTEMBER 1948

## it pays to Ahrend-ize

(Case History No. 2)



Hello . . . D. H. Ahrend Co.? About that campaign you're doing for us . . . better hold off on the next mailing for a while.

**B**LANK & Co. (name on request), long a national leader in its field, was losing ground to competitors who offered nothing better except better promotion. They asked us if we could stop—and reverse—this trend.

Ahrend promotion could—and did. In short order, Ahrend merchandising-by-mail experts "rehabilitated" Blank's sales promotion, both trade paper and direct mail advertising, with

**Eye appeal that gets attention**  
**Copy appeal that gets readership**  
**Sales appeal that gets action**

The effect was immediate. The first mailing brought results unequalled in the firm's history. The second led to the "embarrassment of riches" depicted above. With the formula we produced for them, Blank & Co. now have no problem but filling the orders.

AHREND promotion has done similar jobs in every field of business and industry—*is doing them now—will do them for you!* Our complete planning, production and mailing facilities are geared to work as your own Sales Promotion Department. **For more business, for a better return on every advertising dollar, consult the firm with the habit of success—call Ahrend!**

**29** NATIONAL AWARDS  
FOR RESULTS FROM  
*Creative Direct Advertising*

**D. H. AHREND COMPANY**

333 EAST 44TH ST. • NEW YORK 17, N. Y. • MU 6-3212

# One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING  
ONE MAN'S OPINION

Coming up, Henry, is the 1948 DMAA Convention at Philadelphia and we really should devote this piece to the subject. But not to be outdone by the honesty of the late Will Rogers, we unblushingly admit that all we know, or at least the most we know, about conventions is what we read in the papers—and the advertising journals . . . since we have attended very few.

Maybe that is the reason we have never become a big shot in the advertising field and why we so seldom see eye to eye with many of those who have climbed the ladder to success. Maybe if we attended more conventions and listened to the words of wisdom of the speakers who are doing things in a big way, we would not be so critical of many of the uses and abuses of advertising. Maybe we'd learn to look at advertising from the viewpoint of the advertisers rather than from the viewpoint of the public.

However, we're not "agin" conventions. From the few we have attended we have gained some worth while knowledge and a high regard

for many of the boys and girls who labor in the advertising field. But this knowledge was not gained from the speakers—we've slept peacefully through most of their prepared addresses.

Where we have really learned something has been at the unscheduled "private-room" sessions attended by men from all parts of the country and in many different lines of business. At such sessions, and often over "tall," "short" and "squat" ones, we have learned a lot about the use and the abuse of advertising. Not speaking from the rostrum, opinions can be freely expressed—there is no gavel wielder to bring order—speakers can be interrupted and statements questioned at the time they are made. Arguments often develop, but some of them provide more food for thought than the orations of speakers at the scheduled sessions.

It is at these unscheduled meetings that one gets the down-to-earth thinking of the rank-and-file advertising people, for they express from their hearts rather than their teeth, their

opinions of those who are using the kind of advertising that is weakening the power of all advertising and adding to the problems of the rank-and-filers in the field.

We understand that the theme for the forthcoming convention will be, "What, Why, When, How, Where, Who." Who the speakers will be, we haven't the faintest idea, but if they hold true to form, they will probably present the "What, Whys, Whens, etc." concerning the advertising of the concerns with which they are connected . . . and we will miss our guess if the "How" doesn't merely describe the form of the advertising used.

The "How", in our opinion, is the most important.

"How" should Direct Mail advertising be done? The conventioners will probably be told that it can be done on the letter press, by the offset method, by multigraph, mimeograph, automatic typing and other processes. But will they be told "how" it should be done to not only bring profitable returns, but create a higher standard in the Direct Mail field?

We'll miss our guess if that "how" isn't discussed by the rank-and-filers at their unscheduled meetings from an entirely different angle than that taken by the scheduled speakers. These rank-and-filers will point fingers at, and name names of, advertisers who are making their jobs tougher and tougher by flooding the mails with printed, offset and other processed advertising that is doing as much harm in the Direct Mail field as a large percentage of commercials is doing in the field of radio.

Maybe we are looking through a glass darkly. Maybe there will be speakers at the regular sessions who will have the courage to speak as freely as the impromptu speakers at the unscheduled meetings. Maybe they will point out "how" some unethical advertisers, with a lot of money to spend to reach the suckers, are making it harder for the rank-and-filers to reach the growing percentage of the public that is tossing all Direct Mail advertising into wastebaskets for the same reason that it snaps off radio commercials. There may be some speakers who will have some workable ideas "how" the mails can be cleared of sucker baits and "how" the DMAA could work toward that end.

..... is for **BUDGET**—balance yours with Efficient "All under one roof" service. Our labor saving machinery and direct mail "know-how" save handling costs and guarantee numerous economies. Spread your advertising appropriation by using

**YOUR ALPHABET OF DIRECT MAIL SERVICE...FROM A TO Z!**

**BE EFFICIENT—CALL EFFICIENT**

*Efficient* **DIRECT MAIL SERVICE, INC.**  
52 EAST 19th ST. • NEW YORK 3, N. Y. • GRamercy 3-2500

If so there be, the sessions at which they speak will be as worth while as we know some of the unscheduled sessions will be . . . and we certainly wouldn't want to miss them.

Could it be, Henry, that the ruling powers or the Advertising Federation of America read your publication—especially that part this writer litters up with his opinions?

What prompts this wonder is a release from the AFA's Board of Directors of the Tenth (Southwest) District, dated July 26th.

You may recall that our June piece in your *REPORTER* criticized the AFA campaign because it didn't specify the *kind* of advertising that "Makes Jobs More Secure."

According to this release, the above mentioned Board has urged the 14 advertising clubs in its district to—

1. Act as a clearing house for complaints of untruthful, distasteful, or offensive advertising or bad advertising practices.
2. Investigate such complaints.
3. Try to get offenders to discontinue such advertising practices.
4. Turn over to the Better Business Bureaus any cases demanding further action or prosecution.

While this move on the part of the AFA is a bit like putting the cart before the horse, it at least indicates that an effort will be put forth to make advertisers stick to the *kind* of advertising the AFA probably had in mind but neglected to specify in its campaign.

If it was our piece in your June issue that caused the action taken, it would go down in our book as being a bit of love's labor that was not lost.

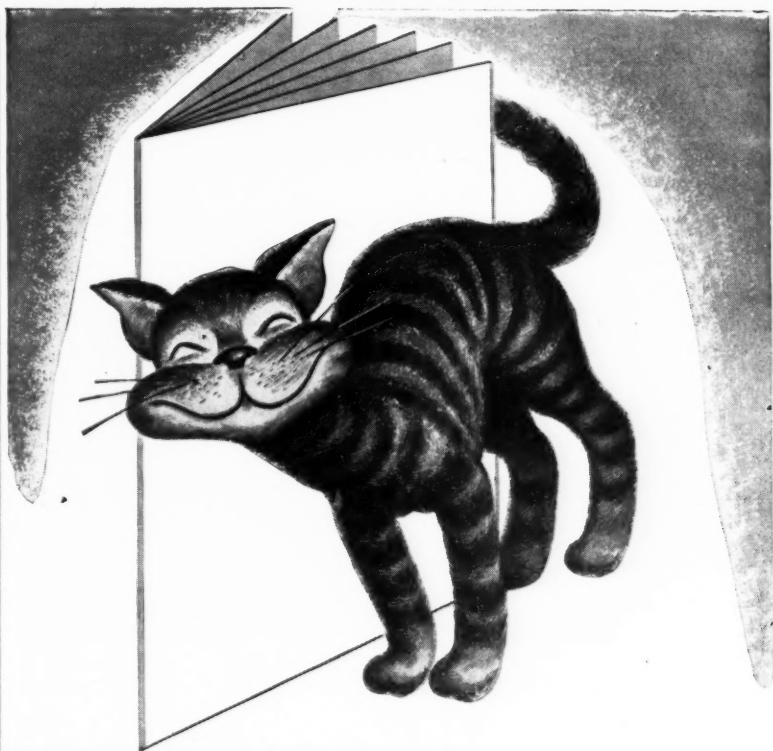
As ever,

George.

*Reporter's Note:* Listen, George, try to be present in Philadelphia on Friday afternoon, October 1st. And stay awake. On that afternoon, *this reporter* will be the moderator of a very difficult program. We will have at the speaker's table about a dozen top experts . . . representing the various divisions of Direct Mail. No speeches. No long-winded arguments. Just answering questions. We'll try to make it just the kind of "private room" session you mention in your letter. I'll show every member of the panel a copy of your suggestions.

H. H.

SEPTEMBER 1948



## WHAT BREED OF CATS IS DIRECT ADVERTISING?

Too many people think of direct advertising as purely direct *mail*—that is, advertising that is sealed, stamped and delivered by mail. That phase of direct advertising is important, sure—and we do a pile of it. But over 50% of all the material that we plan, write and produce for clients never so much as brushes a mail bag. This material is picked up or handed out, carried by salesmen, offered in publication advertising, or enclosed with merchandise—*varied and multiple tools of selling and sales promotion.*

There's as much technique and method in preparing such material as there is in selling, itself. And we've gained the knowledge of these techniques through more than 25 years of experience exclusively in this field. Write on your business letterhead for "THINGS EVERY SALES EXECUTIVE SHOULD KNOW ABOUT DICKIE-RAYMOND."

*There's Only One*

**DICKIE-RAYMOND**

Merchandising & Sales Promotion Counsel,  
Direct Advertising

521 FIFTH AVENUE, NEW YORK 17 • 80 BROAD STREET, BOSTON 10

## 27th ANNUAL CONVENTION

# Mail Advertising Service Association International

The MASA was organized twenty-seven years ago at a DMAA Convention. The producers and creators felt that they needed a closely knit unit and a separate convention where mutual problems could be discussed. The MASA now has about 550 members scattered throughout the United States and Canada.

Last year in Cleveland, the MASA renewed an old custom . . . meeting in the same city with the DMAA. This year, in Philadelphia, the custom is continued. The MASA will hold its convention September 26, 27, 28 and will adjourn at noon on the 29th at which time the official DMAA program starts. The MASA headquarters will be in the Bellevue-Stratford, while the DMAA will center its activities at the Benjamin Franklin.

Attendance at the MASA convention is limited to producers and professional creators of mail advertising. Since many of the MASA members and the exhibitors at their conventions are readers of THE REPORTER, we are glad to include in this convention issue, the schedule for the four day MASA speaking program. Sunday will be devoted to group meetings, bus rides and a get-together supper.

Incidentally, this reporter congratulates Mayer Feldenheimer of Philadelphia, general chairman of the MASA Convention, for the tremendously effective attendance promotion job. Nearly every day or so for weeks preceding the convention the postman delivered to every MASA member some sort of novelty mailing piece, urging them to be present in Philadelphia. There were giant telegrams, giant cards, giant letters, novelty mailing pieces of all kinds. It was a very fine campaign.

### Sunday, September 26, 1948

- 8:30 A.M. Mimeoscope Exchange—Chairman, H. M. Burck, Burck's Advertising & Printing Service, San Bernardino, California
- 9:30 A.M. Photo-Offset Exchange—Chairman, V. C. Dwyer, Jr., Tanki Mail Advertising Service, Pittsburgh, Pennsylvania
- 10:00 A.M. Local Association Officers—Paul Krupp, Advertisers' Mailing Service, Los Angeles, California
- 11:00 A.M. Small Shops Advertising Exchange—Chairman, M. W. Price, The M. W. Price Co., Nashville, Tennessee
- 2:00 P.M. Seeing Philadelphia—Bus Ride
- Evening Get-together Supper

### Monday, September 27, 1948

#### Morning Session—Devoted to Sales—Ideas

Chairman—Elias Roos, Jack's Letter Service, Inc., Milwaukee, Wisconsin

- 7:45-9:15 "Early Bird" Breakfast  
"Idea Swap Shop—10 for 1"  
Bring an idea and get an idea  
Production—Andrew D'Eramo, OMS Mail Advertising, Boston, Mass.  
Sales—Rodney Baber, Baber-Graves Co., Memphis, Tennessee  
Costs—I. N. Kessler, The Victoria Company, St. Louis, Missouri
- 9:30-10:00 Let's Sell them a Package

#### Small Town

#### Large City

- |                    |                                                                      |                                                                |
|--------------------|----------------------------------------------------------------------|----------------------------------------------------------------|
| 1. Mechanical Shop | Karl B. Shinkman<br>Commercial Letter Co.<br>Grand Rapids, Mich.     | John W. Johnston<br>Johnston & Prince<br>Philadelphia, Pa.     |
| 2. Creative Shop   | Ray F. Monsalvatge, Jr.<br>The Mimeocraft Shop<br>Pensacola, Florida | Jack A. Smith<br>The Carr Organization<br>Milwaukee, Wisconsin |
- 10:05-10:35 It Pays to Be Human!  
John D. Yeck, Graphic Service, Dayton, Ohio
  - 10:40-11:10 Sell 'Em Something Different  
Harry Latz, Harry Latz, Inc., New York City, N. Y.
  - 11:15-11:45 Know Your Market—also that of your customer  
Eric Smith, Burroughs, Inc., Los Angeles, Calif.

#### Afternoon Session—Devoted to advertising our own business

Chairman—Roy G. Rylander, The Rylander Co., Chicago, Ill.

- 2:00-2:30 Don't Be Too Serious!  
Merral A. Fox, Fox Advertising Co., Baltimore, Md.
- 2:35-3:05 Give and Take  
Jeannette Robinson, Executive Secretary, MASA International
- 3:10-3:40 "How to Cash in on Awards"  
Herbert G. Ahrend, D. H. Ahrend Co., Inc., New York City, N. Y.  
Alister W. F. Dicks, A. W. Dicks & Company, Toronto, Ontario  
Robert Vander Pyl, Advertising Letter Service, Detroit, Michigan  
Clarence E. Musselman, Paramount Business Service, Allentown, Pa.  
Arnold D. Kates, Mailograph Company, Inc., New York City, N. Y.
- 3:45-4:20 "Every Little Movement Has a Meaning All Its Own"  
Carl Zamzow, Jr., George Fry and Associates, Inc., Chicago, Illinois
- 4:35 P.M. Annual Business Meeting and Election of Officers



Tuesday, September 28, 1948

*Morning Session—Devoted to production and related problems*

Chairman—Helen E. Melloh, Ad-Sell Letter Co., St. Louis, Missouri

- 9:30-10:00 "New Equipment and Processes"  
Louis H. Horowitz, Acme Letter Service, St. Louis, Missouri
- 10:05-10:35 "M.A.S.A.'s Training Booklets"  
E. W. Husen, E. W. Husen Company, Detroit, Michigan
- 10:30-11:10 Why Can't We Jar the Equipment Makers Loose?  
Charles Hauser, The Hauser-King Co., Cleveland, Ohio
- 11:15-11:45 Are You Paying More Income Tax Than You Should?  
Louis M. Hinderstein, Madison Company, Detroit, Michigan
- 12:15-1:45 Past Presidents' luncheon—for all delegates  
Chairman—Miles Kimball, Miles Kimball Co., Oshkosh, Wisconsin

*Afternoon Session—Devoted to Creative Services*

Chairman—John McD. Kane, Advertisers Mailing Service, New York City, N. Y.

- 2:00-2:30 What We Expect of a Letter Shop  
H. C. Henderson, Manager, Direct Mail Service, McGraw-Hill Corp., New York City, N. Y.
- 2:35-3:05 How to Use Direct Mail for Retail Stores  
Jules Paglin, Sales and Marketing Counselor, New Orleans, La.
- 3:05-3:40 Post Office Problems  
E. N. Mayer, Jr., James Gray, Inc., New York City, N. Y.
- 3:40-4:15 New Wrinkles in Direct Mail  
Henry Hoke, Editor, THE REPORTER, New York City, N. Y.
- 7:00 P.M. Banquet and Dance—Toastmaster, W. T. Morgan, R. L. Polk & Co.

Wednesday, September 29, 1948

Chairman—Felix R. Tyroler, M.A.S.A. of N.Y.C.

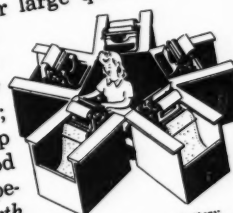
- 9:30-11:00 The discussion will encompass: Production—Costs—Selling Employee Relations and Small Shop Problems  
A panel of your fellow members will each give a brief talk on one of the above subjects and a question and answer session will follow. For the panel we have an all-star cast of New York City members:
1. Robert Fisler, The St. John Associates, Inc.
  2. Jack Gold, James Gray, Inc.
  3. John McD. Kane, Advertisers' Mailing Service, Inc.
  4. Charles Morris, Business Letter Service, Inc.
  5. John Pataño, Ambassador Letter Service Co., Inc.
  6. Carl Polakoff, J. A. Want Organization, Inc.
- 11:05-11:35 Winning Letters—Cy Frailey, The Dartnell Corp., Chicago, Ill.

► **FIVE JOURNALISM COURSES** will be offered during the 1948-1949 academic year . . . at the Newark, N. J. center of Rutgers University. They're to be given because of the great demand for instruction in the "know-how" of the publishing business. Courses are as follows . . . (1) Business, Trade and House Organ Journalism, I; (2) Business, Trade and House Organ Journalism, II; (3) Writing for Business Publications and House Organs; (4) Layout of Business Publications and House Organs; (5) Newspaper and Magazine Feature Writing. One evening a week. Cost either \$20 or \$30, depending on course. Registration from August 2nd through September 18th . . . at University Extension Division Office, Newark Center, 15 Lombardy Street.

► **A PERFUMED, DIE-CUT** piece was enclosed with bills . . . by John Wana-maker, 784 Broadway, New York 4, N. Y. Actual perfume (not scented inks) was dabbed on back where copy says to "sniff here". Die-cut to shape of old jalopy . . . with three school-age kids in it.

► **THE REVISED EDITION** of "Showmanship in Business" by Kenneth Goode and Zenn Kaufman is now on sale. Published by Harper & Brothers, 51 East 33rd Street, New York 16, N. Y. Explains how to use showmanship to the greatest advantage . . . and where to apply it. Full of lively illustrations. Has many examples of well-known companies. Price . . . \$3.00.

**H** **hoo'ven-ize** (hōō'vĕn-ize) *v.i. & v.t.* 1. To write with a typewriter letters in small or unlimited quantities on the Hooven Automatic Typewriter. 2. To multiply the ability of business offices to write individually typewritten letters beyond the production capacity of staff typists. 3. To produce economically small or large quantities of original letters. 4. To typewrite individually by mechanical means multiple copies of identical letters. Synonyms: 1. To promote good reputation, favorable customer relationship, new business, or the like by use of individually typewritten letters; 2. To project one's personality impressively by mail to a group of prospects or customers by use of personal letters; 3. Good business practice; Thus: Hoovenized Letters, Hooven Type-written Letters. See **HOOVEN LETTERS, INC., 352 Fourth Avenue, New York 10, phone: LExington 2-6162 for this service and all other direct mail services.**



Girl Operating a Battery of Hooven Automatic Typewriters at Hooven Letters, Inc.

Copyright 1946 H. L. Inc.

Phone LExington 2-6162 for quotations or to ask a salesman to call.

If you write letters, ask on your letterhead for a free copy of our helpful booklet "Getting Your Message Across"

## (Continued from Page 44)

With all this work done on determining who you want on your lists, you're not finished yet. Don't make the mistake of failing to reach the folks who have a sphere of influence about them. By this, we mean people who may not be in a position to buy or need your product but who can, consciously or unconsciously, recommend its use or benefits to others. This group might include architects, management consultants, industrial engineers, the clergy, club presidents, etc. No doubt you will also cultivate librarians, professors and administrators of various schools and students via special Direct Mail. Of course,

### Caution—Don't Add

Your description of prospects might well wind up with a list of people you definitely don't want on your mailing lists. Head it with the names of your competitors. After all, new clerks may unknowingly add them unless they are all identified on a check list. Identify (or check) all known coupon collectors or cranks . . . to nip wasted postage in the bud. Then, too, you want a complete list of individuals you know can't or won't influence the purchase of your product. If, for example, you sell earth-moving equipment such a listing might possibly indicate these titles: advertising director, sales promotion manager, public relations director, industrial relations manager, labor relations director; salesmen, district, division or branch managers when these terms refer simply to selling

## Sources

Quality sources for names are

## A MONTHLY DEMONSTRATION.....

### ***...of money-saving production methods***

Fill out and attach to your letterhead

POSITION.....

**OFFSET LITHOGRAPHY • DIRECT MAIL**

GRamercy 3-4060 ●

legend—a good many of them absolutely free for the digging. With a little effort, application and ingenuity you and your staff will find names—good prospects—popping up in plenty of places. Even news accounts of who divorced, robbed or feted whom is grist for your list because usually business connections and/or home addresses are mentioned.

### List Houses and Brokers

Of course, you can purchase or rent names from reliable mail list houses or brokers who will gladly give you anything, we suppose, from false teeth wearers to tycoons with or without chewing china. Many firms do secure most or all of their lists from such sources.

In buying lists from commercial houses or brokers you can be as selective as you wish. Just name your specifications—income bracket, age, occupation or what have you. You can order a list which includes all grocery stores or you can limit it to, say, grocery stores rated over \$20,000 in cities with over 100,000 popula-

tion. Naturally, the more selective you are the more your names will cost.

Although a high percentage of deliverables are normally guaranteed, since purchase lists are not custom-made for your intended purpose, you can expect to pay for a number of names which are not now nor ever will be logical prospects for you.

However, the relative low cost of general lists carefully selected may offset the deadwood included. Purchased names usually are suitable for items with broad appeal, for a one shot promotion or where new names must be on hand in a hurry. They can also serve as a foundation on which to start building lists according to your own exact specifications.

The "Directory of Mailing List Houses" can be secured from Commercial Intelligence Division, U. S. Department of Commerce, Inquiry Reference Service, Washington, D. C. For a list of brokers get in touch with the National Council of Mailing List

Brokers. (Mary Sullivan, secretary, c/o D-R Special List Bureau, 80 Broad Street, Boston 10, Massachusetts.)

### Your Company Records

It's good to start right in your own back yard. First of all, your biggest and best prospects are your customers, so comb your records for every last one—past, present and pending. If you don't catch and latch on to your customers, your competitors will. Have a clerk check all incoming mail for additions,—letters, purchase orders, invoices, inquiries, yes, even Direct Mail. Make certain a written record is made of all telephone inquiries so these can be checked against your lists. These often represent your hottest leads so cajole your sales department into recording and forwarding them to the keeper of your lists. Your branch offices should follow the same procedure. Your plant visitors register, and your convention exhibit registrations may yield valuable names, too.

## Vari-Typer Writes with Print Types

- *Right in your office by your office typist.*
- OPERATES LIKE A TYPEWRITER.
- Changes type styles instantaneously.
- A DIFFERENT STYLE TYPE FOR EVERY PURPOSE.

### In 300 Neat Styles and Sizes

Vari-Typed master copy or stencils give clean, black, sharp results. Right and left margins squared—words and characters properly spaced—ready for instant duplication by mimeograph, hectograph, offset, direct-to-plate, photostat or blueprint. Many firms say Vari-Typer has saved them up to 80% on costs! Send for Booklet No. 012. Demonstration arranged to suit you.



**RALPH C. COXHEAD CORP.**

333 Avenue of the Americas  
New York 14, N.Y.

## Membership Lists

Rosters of clubs are exceptionally good sources for quality names because of close and frequent contact with members. Don't overlook any association whose members might be your prospects—chambers of commerce, religious orders, social and recreational clubs, professional, technical and trade associations, labor and political organizations, fine arts guilds, fraternities, sororities, alumni groups, ad infinitum. You'll find clubs of every size and purpose—even ones for nudists, twins, the Smith clan or six footers. Some membership lists are sold . . . some are free. One word of caution though, be sure you're not violating club rules before purchasing or using a roster.

## Company Publications

Every day numerous company publications cross your desk and those of other executives and sales-

men. Annual reports, house organs, convention programs, anniversary booklets, employee manuals and welcome leaflets usually contain many mentions or lists of officials, personnel, plant and branch locations. Don't let any of this bona fide data escape the fine tooth comb of your list clerks.

## Magazines

Business magazines, trade journals and association publications almost all carry pages of notes on personnel announcements, promotions, retirements and deaths. You will find name mentions, too, in articles, picture captions and in advertisement signatures. Set up a routine for having all magazines systematically culled for list changes. Let your department be the final destination for all publications which come to your company.

## Newspapers

Whatever your product, you will see additions and removals galore for

your list in the daily press. Pick your prospects among the vital notices—engagements, marriages, births, benefit sponsors, real estate news, stockholder lists, incorporations, moving notices, personnel promotions, mergers, etc. Don't forget the removals for your list contained in the obituary columns. Have your salesmen and dealers keep their eyes peeled on their local papers for this daily data. Keeping a two-color pencil handy while reading the news is helpful. Just underline additions in blue, kills in red.

## Clipping Bureaus

If you lack help or broad branch coverage, clipping bureaus will scan local papers for all business and personal notes to your order. You might want to contact for this service in smaller communities where you wouldn't get the information otherwise.

## Space Inquiries

Incredible as it may seem, some benighted firms actually fail to transfer to their mailing lists all names received from contests, space coupons, letter inquiries and fan mail. This is just a way of throwing interest and money down the sewer. See that this gold mine of names gets to the Direct Mail prospecting stage.

## Government Lists

The Government—bless it—bureaucrats and all—still faithfully prepare the largest supply of lists. If you don't believe it, just write the Superintendent of Documents, Government Printing Office, Department of Commerce, Washington 25, D. C. for a paper bound copy of American Business Directories—cost just 65c.

## Municipal Lists

Clerks of the state, county, city, village or township have available, or often will compile, lists from registration, license, tax, real estate and building records, school lists, labor reports, etc. Other responsible individuals in communities usually cooperate in collecting names for a modest remuneration.



VERY FEW  
OF OUR CLIENTS  
HAVE ULCERS

**GUILD CO.** 76 NINTH AVENUE, NEW YORK 11, NEW YORK  
7 SOUTH DEARBORN STREET, CHICAGO 3, ILLINOIS

**WORLD'S BIGGEST LETTERHEAD COUPON!**  
**WORLD'S BIGGEST LETTERHEAD BARGAIN!**

*Clip and mail today for . . .*

1. Big 1948 Portfolio of "Modern Letterheads". Packed full of usable ideas for designing new letterheads—for giving new life to old ones. 2. "Mass Production" prices on quality letterheads—quantities from 6250 and up. All money-saving facts free. Send coupon today to

**UNIVERSAL LITHOGRAPHING CO.** 4305 Diversey Avenue  
Dept. 49, Chicago 39, Illinois

COMPANY NAME .....

ADDRESS .....

NAME OF PRINTING BUYER .....

CITY.....ZONE.....STATE.....



## Publishers Lists

Oftimes publishers will rent or sell their subscriber lists. Others limit use to advertisers in their publications. Space might be contracted for with an eye toward securing a much-needed list.

## Trade Directories

Of course, there are the well-known directories like Thomas Register of Manufacturers and MacRae's Blue Book arranged alphabetically by company with principal products, officers and executives often given. There are also other national, state and city directories available which vary in the amount and type of information given. Almost every industry from aviation to frozen foods publish a directory, too. These books are relatively inexpensive and are often purchased and checked by conscientious list compilers year in and year out. Some cities also publish lists of residents and their occupations.

## Telephone Directories

Some experts say the worst place to seek prospect names is in the telephone directory. For your own business you may find them useful and, in any event, they do serve as a street address check. And have you tried the Classified? Here you can get the names of the butcher, baker, candlestick maker—whatever classification you choose. Local books from any hamlet are available at a mere pittance. The Classified also helps in exploring the scope of your markets when you initially set up your definition of prospects.

## Credit Rating Books

Often credit rating books, such as the ones published by Dun & Bradstreet, Inc. and Lumbermen's Credit Association, serve as the backbone of a list. It goes without saying you don't want to concentrate on prospects with an X rating. Such books give practically all firms in every community. Since most of these volumes are classified geographically, they are a help in developing new or weak territories. In cities over 50,000 population you should check street

addresses in telephone books or other sources because credit rating books do not usually include them.

## Customer Recommendations

By package enclosures, space on order blanks and other means customers can be requested for names of friends who may be interested in your product. A satisfied customer is usually quite responsive on this score. Contest or bonus arrangements can be offered customers or clubs for submitting names. Under these plans, sometimes cash or merchandise awards are given for prospects which result in orders with small point penalties for names not converted into customers.

## Exchanging Lists

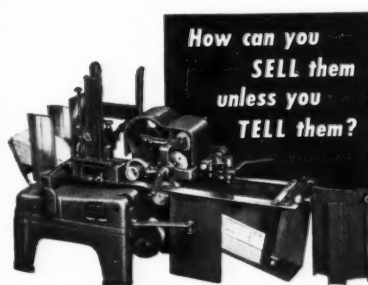
Through brokers or privately you may want to exchange names with non-competitive organizations. If list-upkeep cost is a worrisome item, income from rental of all or part of your lists may partially offset this expense. The members of the organization are usually 100% reliable if you are interested in renting your names or listings to others.

## Canvassing

If yours is a highly special need, or if the desired list will pay off in size of sale, you may find it profitable to have individuals produce names by canvassing. For instance, a sidewalk light manufacturer might have an employee or outside person spot building frontages where glass is in conspicuous need of repair.

## Employees Help

By making everyone in your firm mailing-list conscious from the chairman of the board to the office boy, you'll find yourself with bigger and better lists. Don't be afraid to ask employees for names. You can give the request impetus by setting name collecting on a contest basis—although just praise in the house organ and on bulletin boards has worked wonders in getting people to be prospect producers. Special salesmen's con-



This Elliott Cardvertiser is the only machine in the world that both prints and addresses Post Cards and its speed is spectacular.

The period of hard-to-get Merchandise is changing to a period of hard-to-get Customers—and it is time for all business men to consider what and how they will advertise.

Newspaper and costly mail advertising is dominated by big business. But if you have the ability to compile a mailing list and tell your story on a penny post card, this Elliott Cardvertiser will save your business because it will get hundreds of accurately addressed and perfectly printed post cards into your nearest mail box within one hour of the moment you conceive the thought.

May we send you copies of letters showing how the Elliott Cardvertiser has saved and built many retail businesses selling exactly what you sell?

The Elliott Addressing Machine Company  
127 Albany Street, Cambridge 39, Mass.



When looking for mailing lists to fit your particular promotion, running around in circles is no longer necessary. Promote your product with reliable, well chosen lists, picked to hit the market you want to reach.

Bookbuyers, magazine subscribers, merchandise buyers, etc. Contact us now for recommendations.

**WILLA MADDERN**  
LIST BROKER

215 Fourth Ave., New York 3, N. Y.  
GRamercy 3-3440

## SAWDON ORDER-VELOPES

THE SINGLE UNIT COMBINATION ORDER FORM  
AND FULLY FORMED ENVELOPE THAT  
INVITES REMITTANCE.

USED FOR LOOSE INSERTS IN CATALOGS,  
SALES LETTERS, MONTHLY STATEMENTS,  
PACKAGE ENCLOSURES, ETC.

★ ★ ★

## SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE.

OUTGOING ENVELOPE, SALES LETTER,  
ORDER OR REMITTANCE FORM,  
RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED:  
READY FOR ADDRESSING.

USED FOR MERCHANDISING, MAGAZINE  
SUBS, INTANGIBLE SERVICES,  
CHARITABLE APPEALS,  
QUESTIONNAIRES, ETC.

★ ★ ★

WRITE FOR SAMPLES AND INFORMATION  
MENTION INTENDED USE

**The Sawdon Company, Inc.**

480 Lexington Ave., New York 17, N. Y.  
Plaza 5-2516

**HAS your LETTERHEAD BEEN ANALYZED LATELY?**

SCIENTIFIC LETTERHEAD ANALYSIS  
by Woodbury OF WORCESTER MASS.

**IT'S FREE!**

Send us your Letterhead  
TO-DAY for a scientific analysis.  
You'll receive constructive  
ideas and samples of the  
New Woodbury Letterheads

WRITE TO DEPT. A.

FOUNDED 1879

**WOODBURY & CO.**  
CHADWICK SQUARE  
WORCESTER 5, MASS.

tests can be initiated on a basis of highest percentage of closed sales as a result of names submitted.

## Stockholders Suggestions

Staid stockholders have been known to become zealous in suggesting names for mailing lists. After all, they can be convinced that what is good for your company is good for them. So don't overlook or underplay this vitally interested source. Start a prospect name drive with your next dividend enclosure. If stockholders themselves are prospects for your product or service, be sure their names are on your lists.

After these suggestions, if just the right source still eludes you, try consulting the Dartnell Corporation alphabetical, cross referenced Directory of Mailing List Sources. For five bucks you'll get information on 1200 lists available in 239 classifications. Data for each list gives source name, address, publication date, number of names, cost, distribution control and frequency of issuance.

*Reporter's Note:* We always dislike continuing an article from one issue to another, but this story is important and long . . . so we must ask you to wait until the next issue, October.

## SHOWMANSHIP

(Continued from Page 36)

Apple Dealer and Oilzum Dealers have much in common. This last piece was sent to more than 4000 dealers all over the country.

Many times, one printed showman will lead to the development of another; for example, a die-cut rocking zebra from Worcester, Massachusetts used in the Linton movie—THE PULLING POWER OF PRINTING BRISTOL—ended up as a rocking duckling in the Dallas Easter parade this year.

The importance of showmanship in your printed pieces can be quickly illustrated by Briant Sando's advice to the students in Henry Hoke's original Direct Mail school back in 1939. He said:

"When you are face to face with the other person, you have only ten short seconds to get his interest, and your printed salesmanship must be even more instantaneous. If you don't do or say

something mighty important in those first few seconds, you're going to lose your prospect . . ."

Printed showmanship insures that all-important immediate attention. Combined with color, shape, good typography, strong sales copy and substantiality, it will maintain that attention and will put additional sales dollars into your pocket.

## HELP FOR YOUR "IDEA FILE"

Here's a good idea . . . which should be followed by Direct Mail and mail order groups throughout the country.

Paul A. Murtaugh, Jr., advertising manager, Alfred M. Best Company (insurance publications and reports), 75 Fulton Street, New York 7, N. Y. recently mailed the following processed letter (with an accompanying circular).

*To Fellow-Members of the 100 Million Club (N.Y.)*

At the last meeting a few members said they'd like to have their desks piled high with other people's Direct Mail—as a matter of professional interest. There seemed to be general agreement.

To start the ball rolling, I'm sending you one of our recent circulars for scrutiny (Absolutely FREE—you don't have to buy a thing!). Others will follow from time to time.

How about sending some of your mailings to the members for the same purpose? Such an interchange of ideas would do us all a great deal of good—unless, of course, you are hiding a new secret DM weapon!

Incidentally, a letter would spoil the effect of this particular circular. It shows no "order now" hook, either, as it is used by our salesmen mostly to pave the way for calls. This is an "all-purpose" circular, although it is generally mailed. Made particularly for the special October issue of our magazine, the circular will be adapted for general use in soliciting commercial (as opposed to insurance) advertising in all issues of *Best's Insurance News*.

Though it is hard to trace returns on a circular of this type, overall space sales for this issue have been excellent. Judging from this and salesmen's comments, I think it's safe to label this piece "very successful".

I'll be looking forward to seeing some of your mailings soon.

Such mailings should prove very helpful in building "idea files". Here's our pat-on-the-back to Paul for getting the plan started.

## BUSINESS REPLY LABEL SAVES MONEY

During the war, as a paper saver, THE REPORTER recommended the use of Business Reply Labels instead of Business Reply Envelopes. Post Office, at that time, permitted a miniature 2" x 2" label . . . but preferred a larger size.

Glad to see that The Centralizer, h.m. of The Central Manufacturers' Mutual Insurance Co., Van Wert, Ohio is publicizing the same idea as a means of cutting rising mailing costs. An interesting case history in July issue told of advantages.

## IT'S A CRIME !!!

For years, *this reporter* has been griping about the material included in textbooks and business books on the subject of letters. It's been our opinion that the reason for so many poor business letters is primarily due to the atrocious examples of business letters given in so-called authoritative textbooks.

I am sorry to mention one of our good friends . . . but it is absolutely necessary to quote a letter which appears on page 963 of the "Sales Manager's Handbook" issued by the Dartnell Corporation. This Handbook devotes quite a bit of space to tips on mailing lists, letter writing and other phases of Direct Mail selling. On page 963 this letter was given as . . . "a suggested letter for checking a mailing list."

Dear Sir:

For nearly two years we have sent you our catalog, booklets, mailing pieces, etc., as soon as issued, but unless we are in error, we have not received any mail orders from you for which purpose the above are issued.

Notwithstanding, we would be pleased to continue sending our books to you, were it not for the fact that the abnormal increase in publishing them has made it necessary for us to limit the number of catalogs issued. If, however, you wish to receive a copy of our new catalog, to be issued soon, please detach self-addressed postal printed below and return to us.

SEPTEMBER 1948

As we place on our permanent mailing list only names of customers from whom we receive an order each season, we would respectfully suggest that you send us an order for some article illustrated in our circular—or any of the catalogs, booklets, folders, etc., previously sent you, and thereby insure your receiving all catalogs and other interesting literature which we shall issue from time to time.

We have quoted the letter verbatim. If that is a good letter . . . then everything THE REPORTER has stood for is wrong. That letter is a typical example of we-itis. It is poorly constructed. How could it possibly improve customer relations? We don't think it should be included in a textbook.

And while we are on the subject, we may as well mention another atrocious example. A recent book is called "Business Letters That Click." We will admit we haven't read every word of it, but have gone through page after page on which we found horrible examples of poorly constructed business letters, which were

offered to the readers as excellent examples of the best business techniques.

Here, for example, is one of the letters:

Dear Mr. ———:

Your appointment as Managing Director of Interior Decorations came as a pleasant surprise to us and we wanted to place the broad facilities of ——— at your beck and call.

We would like very much to have you accept a copy of our latest catalog which we are sending under separate cover. Although this is the latest complete book covering our line, we have produced many fine pieces and groups since its issuance.

Our heartiest congratulations to you, Mr. ———, and our best wishes for a progressive spirit in guiding the fine work of the firm of ——— & Co.

Another example of we-itis. It would be interesting to take a blue pencil and check "Business Letters That Click" . . . and with the help of a couple of accountants and adding machines, discover how many times the word "we" has been used.



FOR ALMOST FIFTY YEARS

PEOPLE HAVE BEEN SAYING

IT PAYS TO GET **GUILD** ADVICE ON LISTS

**GUILD CO.** 76 NINTH AVENUE, NEW YORK 11, NEW YORK  
7 SOUTH DEARBORN STREET, CHICAGO 3, ILLINOIS

A Complete Mailing Service\*

ALgonquin 5-2060

**LOOK** at our new

**AUTOMATIC INSERTING MACHINES**

Saves you 1/3 mailing costs

*They* **AUTOMATICALLY**

- gather enclosures
- insert
- seal
- stamp
- count
- stack

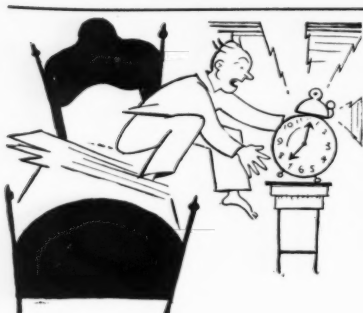
*We Mail in Every Direction*



**CARDINAL\***

**DIRECT MAIL SERVICE CORP.**  
515 GREENWICH ST. NEW YORK 13, N. Y.

also **OFFSET PRINTING**  
(Black and White and Color)  
**MULTIGRAPHING**  
**ADDRESSING**



**N**O MATTER what your business ... you can scare hell out of your competitors and wake up a lot of prospects with **PRINTING** planned to build prestige and create sales.



**THE HOUSE OF DYAL**  
*Printing - Advertising*  
 30 Irving Place - New York 3, N.Y.

#### Mimeographing—Multigraphing

A proven mailing organization primed for the exacting demands of direct mail advertisers.

★

Experts on questionnaires, office forms, surveys and presentations.

★

Geared for quick delivery on news releases, publicity stories, speeches, etc.

★

Serving advertisers, agencies, publicity and direct mail people for over 15 years.

★

**MARY ELLEN CLANCY**  
**250 Park Avenue, New York 17**  
 (at 46th Street)  
 Plaza 9-1520

Addressing—Mailing

## IN CASE OF ILLNESS ... CALL ON DOCTOR MAIL

Mr. E. M. Pritchard, Sales Manager of The Kitchen Overall & Shirt Company, Brantford, Canada, has submitted for the records an unusual use of Direct Mail.

We are reproducing the form letter. It tells its own story. Pictures were tipped on. Letters were signed in ink by the Sales Manager. (See below.)

Out of 185 accounts, close to 50 wrote to Bob Brown personally—and the dollar volume of his business during the first six weeks was equal to that which he would have secured had he been traveling the ground personally.

Enclosure was a four-page multi-graphed list of stock and production items, and this was followed up every three weeks with an up-to-date list.

The most oft-repeated comment in letters to Bob—was that when he got better he might stay home—and have the “blonde” visit his ground. All good natured fun of course, but it capitalizes on personalities, and it helped fill what could have been an embarrassing gap in the company's personal contacts.

## THE SKILL OF AN ASS

A clever little 4 $\frac{3}{8}$ " x 5 $\frac{3}{4}$ ", 24-page lithographed booklet came to us

CABLE ADDRESS "KITCHEN"

A-B-C 5TH EDITION

## THE KITCHEN OVERALL & SHIRT CO.

PEABODY OVERALL CO. LIMITED



BRANTFORD - CANADA  
 June 11th, 1948

Dear Sir:



Unusual situations call for unusual action - that's why we are writing this letter.

In the late evening of Tuesday, May 18th, our good friend and traveller, Mr. "Bob" Brown suffered a severe heart attack and was admitted to the General Hospital in Sault Ste. Marie.

Bob was critically ill for several days but we are sure his friends and customers will be glad to know that he is progressing favourably and that full recovery is expected. That big, cheery Bob is on the mend is best demonstrated by his expressed concern for the customers he would normally serve during the next few weeks.

To attempt to give that service - and to support Bob in his convalescence, we are announcing a special **BOB BROWN ORDER DEPARTMENT** which will have the very special attention of our order clerk, Miss Margaret Devlin.



We know you would want to reciprocate Bob's unflagging interest in his customers by supporting him in this unfortunate situation. We in our part pledge top priority to all orders received and give assurance that all will go to his credit.

A list of items which can be delivered from stock or early production is attached herewith. We'll send you this information every week or two until Bob is able to resume his friendly, personal calls. Please feel free to write or wire us at our expense if we can be of assistance.

Cordially yours,

THE KITCHEN OVERALL & SHIRT COMPANY LIMITED.

E. M. Pritchard/w  
 Enc.

Sales Manager.

MANUFACTURERS OF HIGH-GRADE OVERALLS, SHIRTS, PANTS AND MITTS



recently . . . advertising the Ampco Printing Company, 155 Avenue of the Americas, New York 13, N. Y. It has the darndest little rhyme in it . . . worth reprinting here. It's called "The Ass and the Flute".

Opposite each four-line verse is a very simple, but expressive, two-color drawing of the donkey. Here's the ditty:

#### The Ass and the Flute

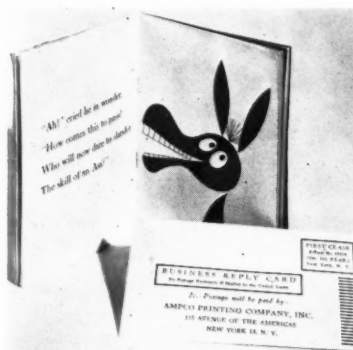
You must know that this ditty,  
This little romance,  
Be it dull, be it witty,  
Arose from mere chance.

Near a certain enclosure,  
Not far from my manse,  
An Ass with composure  
Was browsing by chance.

As he went along prying,  
With sober advance,  
A shepherd's Flute lying  
He found there by chance.

Our amateur started,  
And eyed it askance,  
Drew nearer and snorted  
Upon it by chance.

The breath of the brute, Sir,  
Drew music for once;  
It entered the Flute, Sir,  
And blew it by chance.



"Ah!" cried he in wonder,  
"How comes this to pass?  
Who will now dare to slander  
The skill of an Ass?"

And Asses in plenty,  
You see at a glance  
Will one time in twenty  
Succeed by mere chance.

Then the next page does a slick job of tie-in. Here's the copy:

"You don't build a reputation on a one-time shot.

Nobody does.

You have to keep repeating.

A reputation in any business comes from years of doing a job better than the next fellow does the same job."

Last few pages tell of Ampco's printing experience.

Business reply card is enclosed. On back . . . picture of the donkey with dotted outline of tail. Copy reads:

"This is your chance to pin us down . . .

X marks the spot (again we don't want you to take chances) where you put the tail on the donkey.

Just connect up the dotted line, giving the donkey a tail, and we'll know that you want us to call your secretary for an appointment.

Just leave it alone, leaving the donkey tail-less, and we'll know you're not ready to talk with us yet.

And either way . . . Thank you."

Idea for piece was by O. J. Steih.

## CRUSADER FOR AIR MAIL

You helped to put it over, Henry.

And now we have it on the books.

I am referring to the 4-cent air mail post card.

In reading your July issue, I noticed the chart on Page 21, which showed what we can expect to pay for 1949 postal services.

It was the first time that I learned that the bill providing for an air mail post card, which I first suggested about three years ago, was finally passed.

You will, of course, remember the full page you devoted to the story. I feel certain that it made the right impressions on the right people so that when it came up for voting, they had the reasons at hand.

Thank you for everything you have done to help in putting over the air mail post card.

My original suggestion even had a layout for the card, consisting of a red, white and blue bordered card, featuring the picture of Billy Mitchell, whom I thought should be honored in this manner for his contributions to aviation.

However, nous verrons ce que nous

## MAILING LISTS

Physicians, Dentists, Osteopaths, Nurses, Chiropractors, Chiropodists, Veterinarians, Hospitals, Drug Stores.

- Accuracy guaranteed.
- Low cost addressing.
- Write for counts and prices.
- 72 - hour service.
- Clean address imprints.

Fisher-Stevens Service, Inc.  
345 Hudson Street  
New York 14, N. Y.

## CONNELLY Electromatic Letters BOOST SALES

This new, effective process produces letters which very c'osely simulate individually typed letters. Because of our automatic touch control . . .

### A PERFECT MATCH IS GUARANTEED

Much lower in price than Electrically Typed Letters which we also produce.

Write for Samples and Prices

## CONNELLY ORGANIZATION, INC.

304-06 N. Broad Street  
Phi'adelphia 2, Pa.

One of the country's most complete Direct Mail Organizations for Multigraphing, Addressing, Mailing, List Maintenance.

# EXCLUSIVE

OUR SPECIALTY

CATHOLIC  
JEWISH  
PROTESTANT

# LISTS

WEALTHY MEN AND  
WOMEN  
EXECUTIVES  
SMALL BUSINESSES  
WOMEN'S GROUPS  
CHURCH SOCIETIES

*We are pleased  
to make suggestions*

**Associated  
Publicity Service**

203 Sperry Building  
PORT HURON, MICHIGAN

## UNUSUAL MAILING LISTS

*"Names of Every Kind  
from Everywhere"*

**We Need Your Names  
YOU NEED OURS**

Following on stencils, will address your envelopes:

65,280 Cotton Growers, Plantations  
10,000 Cotton Gins  
2,680 Bankers (South)  
540 Cottonseed Products, Mills, Brokers  
650 County Agents  
2,500 Textile Mills  
600 Cotton Warehouses

Also lists—Hotels, Institutions, Hollywood.  
Special List Movie Actors (Male & Female).  
5,000 Recent Contest Winners.  
2,500 Music Lovers  
63,500 Arkansas Electric Consumers  
50,000 Radio Inquiries

Also 70,000 Health Reducing Inquiries.  
TENNESSEE—Every County—Mfr., Wholesale & Retailer—over 3 employees—and many others.

*Write us what you want.*

Export Latin American Names Compiled

**NATIONAL MAILING  
LIST COMPANY**

1212 Three Sisters Bldg.  
MEMPHIS, TENN. Dept. DM1

verrons, as they say in French.

Milt Forrest  
Advertising Department  
Wm. E. Phillips Company  
714 South Hill Street  
Los Angeles 14, California

*Reporter's Note:* Yes . . . Milt was an early crusader for 4c air mail post cards. He hammered by mail at THE REPORTER, the Post Office and members of Congress. Now let's see how widely the card will be used.

Air mail is too important a subject to be bounced around by an unreasoning adjournment-seeking group of Congressmen. Postal rates should be fixed by a serious Postal Rate Commission. There's no rhyme or reason to the new increase in air mail rates after all the hullabaloo a short while back announcing a reduction in rate. A "public relations" nightmare.

## GADGETS . . .

## SELL FLAVORS

Some more examples of gadget mailings were recently sent us by L. Z. Mathany, advertising manager of Foote & Jenks (flavor manufacturers), Jackson, Michigan. A couple of three-fold self-mailers . . . with rather frank copy on front. "What comes any more often than advertising from Foote & Jenks?"

Inside one is a 2", silvery claw hammer attached with scotch tape to illustration of workmen. Copy reads . . .

"Still hammering away on this point."

Goes on to tell . . . "Leaders in Lemon since 1884".

Second mailer has sledge hammer tipped-on over illustration of crushed nut. Copy . . .

"Not such a tough nut to crack!"

Another 4-page folder has plain medical applicator (6" stick) simulating a wand taped on cover over a drawing of a princess.

"There's nothing MAGIC about it."

Then another self-mailer in the shape of a baggage tag (with hole, string and snipped off edges) unfolds three times. Tells about food flavors. Third fold is a business reply card to help in ordering.



# GIANT ENVELOPES

**NOW! 13 LARGE SIZES**

**IMMEDIATE DELIVERY!**

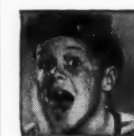
Made of heavy, tan, durable Kraft, ungummed,  
open end with metal clasp!!!

	200 or more	500 or more	1,000 or more	5,000 or more
	Prices per 100		Prices per 1,000	
11 x 17				
12½ x 16	\$ 4.50	\$ 3.35	\$30.00	\$28.00
13 x 17				
12½ x 18½				
14 x 16	\$ 5.00	\$ 4.00	\$35.00	\$33.00
14 x 18				
15 x 18				
15 x 20	\$ 6.25	\$ 5.00	\$43.50	\$41.00
16 x 20				
*17 x 22	\$ 8.00	\$ 7.20	\$56.00	\$53.00
*18 x 23	\$ 9.00	\$ 8.00	\$60.00	\$57.00
*20 x 25	\$11.00	\$10.00	\$80.00	\$69.00
*22 x 27	\$12.50	\$11.50	\$86.00	\$75.00

\*Folded

F. O. B. NEW YORK CITY

**HUXLEY ENVELOPE & PAPER CORP.**  
400 Lafayette St., New York 3, N. Y. • ORegon 4-2795



**FREE!** Increase readership of your ads with LIFE-like EYE-CATCHER photos. Used by biggest advertisers. Nothing like them anywhere. 100 new subjects monthly. Low Cost Mat or Glossy Print plan. Write for new FREE proofs No. 112. No obligations.

EYE-CATCHERS, Inc.

10 East 38th St., New York 16

# IT

It is important to consider mailing lists, postal regulations, mechanical processes, et. al., but first consider the competent creation of copy, art, and ideas! See:  
Hanley Norins  
THE FREE-LANCER  
Rm. 701, 201 E-way  
New York 13

## 100,000 Offset Copies in 24 Hours

New High Speed Rotary Offset Presses make this fast service possible . . . at a saving in price! Use it on your current job.

8½" x 11", one side, black ink, 16 lb. Sulphite Bond	
15,000-----	\$42.00
10,000-----	\$30.00
5,000-----	\$17.75
2,500-----	\$12.75

F.O.B., New York City

## DUO PROCESS CORP.

112 Broad St. New York 4, N. Y.  
Whitehall 4-4009

*Layout  
finished art  
production*

**WEXTON**  
COMPANY

425 WEST 57th STREET  
NEW YORK 19, N. Y.  
Plaza 7-7835

Write for booklet or phone  
for representative.

*Dena Kaplan*

### Compiled Lists Are Your NATURAL MARKETS

Specific TYPES of  
names in specific  
fields — the natural  
prospects for your  
product. Tell us  
what you sell and  
we will make defi-  
nite recommendations  
for tests or  
mailings.

DENA KAPLAN  
521 Fifth Avenue  
New York 17, N. Y.  
Murray Hill 7-0539

### SITUATION WANTED

**DIRECT MAIL & SALES PROMOTION.**  
Do you need a capable career gal to super-  
vise ALL direct mail activities from the  
building of lists through to the post office  
— prompt and efficient follow up on replies  
and inquiries. Excellent know-how of  
lettershop services. Budget-minded; sales  
liaison experience. Thoroughly familiar  
with inventory control of literature and  
imprinting. Box 92, THE REPORTER, 17 E.  
42nd St., New York 17.

**Geared for 50M**  
**Elliott Stencils weekly**  
**and Going Higher**

Open for long  
runs — first come,  
first served.

**Roan Letter Service, Inc.**  
3 West 4th Street (nr. B'way)  
ORegon 4-2711 New York 12, N. Y.

## WITH WHOM AM I HAVING THE PLEASURE?

Illustrated on this page is a postal  
card that was used by Bert Eifer,  
Printing Planners, 307 Park Plaza  
Building, San Diego 1, California . . .  
to help bring his mailing list up-to-  
date. It accompanied a two-page  
letter. Read the copy.

On other side of this government  
penny postal card . . . there's space for

*"with whom am I having the pleasure?"*

a renovated short story that un-  
subtly brings about a point we  
hope you'll get

When Mr. Gilderbuck looked up from his desk  
and saw his daughter Hyacinth standing before  
him, he was greatly surprised. Hyacinth should not  
be in his office at this time. She should be at her  
finishing school, La Finale.

As Mr. G peered at her from behind his well-  
mannered ascot, it might be well in passing to men-  
tion a mental quirk that gave G a zest for living.  
He was fastidious about fastidiousness . . . man-  
ners, morals, decorum, propriety were what made  
his world go around. And his greatest desire was  
that his daughter should be the acme of ladylike-  
ness. He spared no money on this obsession of  
training her.

So you can imagine G's stupefaction when Hyac-  
ynth abruptly confessed, "I've been expelled from  
La Finale. I am finished."

Right there Mr. Gilderbuck wept . . . being care-  
ful to catch his tears on a blotter. "Why?" he blub-  
bered.

"During the school ball last night, I was found  
kissing with a boy in the bushes."

"What was his name?" fumed G with refined  
murder in his eyes.

"I don't know. I didn't ask his name."

After the hush that comes with internal struggle,  
Mr. Gilderbuck spoke. "I've spent \$15,000 training  
you to be a lady and what do you do? Not only are  
you publicly expelled from the most austere fin-  
ishing school for promiscuity, but you didn't even  
have the good manners to ask 'with whom am I  
having the pleasure?'"

So that we may know with whom we are having the  
pleasure of corresponding . . . who will read our forth-  
coming messages on printed advertising: 49 business  
increasing functions including sales promotion, publicity  
and public relation, and business printing, please fill out  
the other side of this card. Make additions and correc-  
tions and put in return mail today. Thanks.

the recipient's name and address . . .  
running vertically in a 1 1/8" wide  
area at left side. Says here . . .  
"Eifer, you're having the pleasure of  
corresponding with:" Then three  
blank lines for names of executives  
and their titles.

A clever bit of copy.

**GENTLY SPICY,**  
**GENTLY SWEET**

We sort of figured that ball point  
pen claims had finally spent them-  
selves. No more under water writing.

**625,000**

**SMALL PROGRESSIVE  
BUSINESSES**

**Now on Stencils  
\$10 M**

If you act fast, you can get your test  
out in time to schedule the sixth com-  
plete mailing to this list this year.  
This is the list that we have been type  
addressing at \$15 M or affixing labels  
at \$12.50 M.

These names have been used as many  
as six times a year by one mailer alone.  
They have also been run with good  
results by several news and business  
publications, a book publisher and a  
firm selling office supplies.

The list is completely uniform and  
provides an excellent base for copy  
tests. It is postal zoned and guaran-  
teed 100% accurate.

**Names Unlimited, Inc.**

ARTHUR MARTIN KARL, President  
25 W. 45th Street 127 North Dearborn  
New York 19, N.Y. Chicago 2, Ill.



**BUTTONS**

CELLULOID OR METAL BUTTONS  
Identification — Political Cam-  
paign — Advertising and Union—  
any size up to 2 inch Medallions  
**Philadelphia Badge Co.**  
Samples and Prices on Request  
1007 Filbert St., Philadelphia 7, Pa. Est. 1906

## Picture-Promise-Prove-Push PROOF

The best advertisement for a book . . .  
is what readers say about it. Here's  
what one fellow said recently after  
reading

**CORDIALLY YOURS**

"I borrowed Jack Carr's Cordially Yours the  
other day and it's all you say it is, Henry.  
If I didn't have to return the copy I have, I  
wouldn't bother sending to you for one. But  
my friend threatens to excommunicate me  
unless I give him back the book. So here  
is my cheque for Cordially Yours. I couldn't  
be without it." H. J. P.  
Toronto

Cordially Yours is an unending source of  
inspiration and ideas for letter writers.  
Get a copy for your library. Price \$5.

**GRAPHIC BOOKS, Inc.**  
RING BUILDING  
WASHINGTON 6, D. C.

## MAGIC WORDS That Sell by Mail

Let us put to work for you certain "magic" words that get maximum orders for meritorious products. We are a fully recognized advertising agency with a staff of top-flight mail order specialists. Established 1926.

**ARTWIL COMPANY, Advertising**  
24-R West 48th St., New York 19, New York  
Plaza 7-1355

## Let's Talk PROBLEMS AT THE D.M.A.A. Convention

The Old Missouri Mail Order Sage, the Gotham Mailing List Wizard even his competitors admit it and call him a different name, may be able to suggest a solution to your difficult list problems.

### WALTER DREY

49 W. 45th Street  
NEW YORK 19, N. Y.

### AVAILABLE NOW

Many choice mailing lists. All classifications.

### E. J. ELLER

MAILING LIST BROKER

126 Lexington Ave., NEW YORK 16, N. Y.  
1000 Sutter St., SAN FRANCISCO 9, CALIF.



### THE 100,000 SELECTED OWNERS OF U. S. PLEASURE CRAFT AND PRIVATE PLANES

All-Male Purchasing Power  
Travel Adventure Technical

Entire list completely circularized every 60 days by our own publications. 97% address accuracy guaranteed. LISTS THAT PAY OFF. SEE YOUR BROKER

**BOAT & EQUIPMENT NEWS**  
224 East 41st Street, New York 17, N. Y.  
**AIRCRAFT & EQUIPMENT NEWS**

## DIRECT MAIL MAN

ONE OF THE TOP-RANKING AND BEST KNOWN YOUNG DEPARTMENT HEADS IN THE COUNTRY SEEKS BROAD RESPONSIBILITY AND OPPORTUNITY. ABLE TO TAKE FULL CHARGE ALL PHASES OF LARGE OPERATION—PUBLICATION, PRODUCT OR SERVICE. \$12,000 MINIMUM SALARY ON ANNUAL CONTRACT BASIS. BOX 93, THE REPORTER, 17 E. 42ND ST., NEW YORK 17, N. Y.

### It Will Pay You To Investigate

Composition, Half-tone Illustration, Drop-outs, Combinations, Color Separations, Multilith and Davidson Specialists. American Graphic Service, 350 Plane St., Newark 2, N. J.

**Good Offset Reproduction**  
Requires Good Offset Plates  
We are geared to give you speedy, dependable service on process negatives and litho plates. Art, Layouts, Paste-ups, Typography, Electromatic

Combinations, Color Separations, Multilith and Davidson Specialists. American Graphic Service, 350 Plane St., Newark 2, N. J.

But now it's happened again.

Received a tear sheet from recent San Francisco Sunday Examiner . . . of an ad telling about another special advantage of the ball point pen. Copy is clever and well-worth quoting. Here it is:

Macy's does it again!

is first in San Francisco to bring you the most romantic pen in the world.

The Evanette ball point pen that writes a perfumed letter, \$1.95.

Bobby-soxer or ninety-eight-year old. If you're a woman, you want this—the most feminine, most romantic pen in the world. Use it and you'll find yourself in a romantic category along with every Eloise who wrote her Abelard, and every Elizabeth Barrett who wrote her Browning, for it transforms mundane prose into poetic melody! The moment you begin to write, a delicious carnation fragrance—gently spicy, gently sweet—penetrates the fibres of the paper and lingers on and on and on. (Think how excited he'll be to receive your letters from now on!) A handy size that tucks into your small purse, it comes in red, blue, green, yellow, or ivory with a broad 14 Karat gold-filled band, gives long, faithful service. All this at a Macy-low price! Refills cost but 50c.

## HOW ONE COMPANY MISSED THE BOAT

REPORTER staff was shown a 7 1/4" x 9 1/4" self-mailer issued by Badger Paper Mills, Inc. (Ta-non-ka Bond) Peshtigo, Wisconsin. Titled . . . "It's going to be an Aromatic World". Cover had a picture of the sun "smelling" the earth.

Then after unfolding first fold . . . there's a colorful scene of a movie audience smelling a movie. Copy reads ". . . and don't be too surprised if your favorite movie house advertises 'A Picture that Smells'." Here . . . 28 lines that tell about "aroma", "fragrance", "scent", etc.

Then unfolded a third time (14 1/2" x 18 1/2") . . . there's more on the subject. Even goes so far as to talk about "Perfumed paper is an old, old story". Also "Whether Ta-non-ka Bond is perfumed or not, it's the best Business Bond we ever have made!"

But, my oh my, did they miss the boat. Believe it or not, they didn't even use fragrant inks. Or at least we couldn't smell anything. What a wonderful tie-in it would have made.



Use showmanship and good common sense in your direct mail advertising by using letter gadgets. These are attention getters to fasten on your letter or circular and hook up with the selling idea.

They keep the letter or circular out of the waste basket and pull far greater results than you can imagine. They will pay for themselves many times over.

Write for catalog illustrating and pricing two hundred different gadgets, or see me at the Convention in Philadelphia.

## A. MITCHELL

Room 735

111 W. Jackson Blvd. Chicago 4



### 50,000 TURFITE NAMES

Taken from original letters, coupons and wires in the last year. Sold with 100% postage refund on all undelivered.

### J. R. MONTY

201 East 46th St. New York 17



### Active Order Pulling Names

45,000, Clean, late 1247 and current 1948 names of Small Town, Village and Rural Housewives. National Coverage. 100% Delivery guaranteed.

On Gummed, perforated, address labels, original typing—\$10.00 per 1,000.

### FRED B. FORREST

610 West Cherry St., Clarksville, Arkansas

## ADDRESS BY HAND!

NEW INVENTION—no other addressing machine is like it! Addresses letters—postcards—folders 20 per minute in actual hand writing. Or you may prepare masters on a typewriter! Does excellent work. Most economical addresser ever built—but will handle lists up to 100,000. Amazing, but true. Complete machine plus supplies for a list of 500, Only \$32.50 postpaid. Guaranteed 3 years. Order direct. Write for free folder. MAIL ADDRESSER, 417 Comanche St., San Marcos, Texas.

## 600 IDEAS for LABELS & STICKERS

NEW CATALOG

FREE

BY  
*Fenton*  
TRADE MARK REG. U.S. PAT. OFF.



Eighty pages of eye-catching, effective label ideas reproduced in one to four colors and listed under 128 different classifications. See for yourself these distinctly different FENTON-ONAMEL labels, and how you can use them profitably in your business. 130,000 satisfied customers can't be wrong.

WRITE TODAY

## FENTON LABEL CO.

DEPT. R, 506 RACE ST., PHILA. 6, PA.



## OUR LOSS IS YOUR GAIN

Here's an unusual use of the mail . . . by Omnibook, 76 Ninth Avenue, New York 11, N. Y.

We received a typed fill-in letter on Omnibook's engraved stationery from Vice-President William K. Hutson.

Here it is:

Dear Mr. Blank:

You have often seen (and maybe used) that old chestnut about "Our loss is your gain." Here's one case where it's really so. And it might mean thousands of dollars to you.

Because of new mailing equipment just becoming available to us in our out-of-town printing plant, we are greatly curtailing our New York mailings. This will shortly make it possible for us to eliminate our own Mailing Department for both magazines and promotion material. This means a real saving to us, but it has one unhappy angle—that it will force us to release a valuable member of our staff, Walter S. Gordon, manager of our Mailing Department, along about Labor Day.

Walter Gordon at 35 is experienced, able, and ambitious, and thoroughly capable of handling the many operations of a large Mailing Department, which he is running for us as described on the attached. He joined us in March, 1946, to organize our Mailing Department and has succeeded thoroughly. Managerial supervision of his department has been a minimum.

I am writing this partly because I want to help Mr. Gordon get well located for the future, but also because I want to do a favor for someone in my field, such as yourself, by giving you the opportunity to add a top man to your staff. If you have no need of Mr. Gordon, you would be doing some friend of yours a favor by passing this letter along.

You can get more details by phoning me, or you can call Mr. Gordon direct at the Omnibook number, Chelsea 3-1307. Hope you will!

Sincerely yours,

(Signed) William K. Hutson,  
Vice President

P.S. I have emphasized Gordon's existing abilities as an expert mailing man on the mechanical side because it is there that he has actually produced. However, he is deeply interested in all aspects of advertising and publishing, especially Direct Mail.

Then on his personal letterhead attached to Hutson's letter . . . are listed Walter Gordon's qualifications, experience and education.

Certainly a fine attitude on the part of employer. And executed in an ingenious manner.

## CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and  
Situation Wanted Ads—50c per line—minimum space 4 lines.

### ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling  
mail order, agent ads.  
We show you how.  
Martin Advertising Agency  
15P East 40th Street New York 16, N.Y.

### BUSINESS FORM CREATIONS

DESIGNING & FURNISHING finished  
copy ready to photograph. See the actual  
form before photographing. Write for  
sample forms that show our work and  
prices. Joe Johnson, 3304 Grimes Ave., N.,  
Minneapolis 12, Minn.

### DIRECT MAIL LETTERS

LETTERS BY GEORGE! Really sell. Cost-  
plus plan insures better returns. Results  
guaranteed. Dartnell Better Letter Award  
winner '47. Geo. Feltner, Box 4207, So.  
Station, Denver 9, Colorado.

### FOR SALE

ADDRESSOGRAPH, 1975 Model VV,  
automatic, 2 extra arrangement feeder,  
conveyor, stacker, tab controlled, automatic  
stop, five figure counter, regular dater,  
visual mirror, motors. Unused. Good condi-  
tion. Room 438, 156 Fifth Avenue, New  
York 10, New York.

5 L. C. SMITH STENCIL CUTTING  
MACHINES. Series 2030000. Perfect con-  
dition. \$150 each. Tradetype, Inc., 24  
South Grove St., Freeport, N.Y.

### LISTS WANTED

SOMETHING WANTED. Mailing list of  
girls, ages 15-25, metropolitan area, New  
York, also New Jersey and Connecticut.  
Any number. Will rent or buy outright.  
Please describe list. Box 82, The  
Reporter, 17 E. 42d St., New York 17.

### MAILING LISTS

UNUSUAL MAILING LISTS—"Names of  
every kind from everywhere." We need  
your names, you need ours. Following on  
stencils, will address your envelopes: 65,280  
Cotton Growers, Plantations, 10,000 Cotton  
Gins, 2,680 Bankers (South), 540 Cotton-  
seed Products, Mills, Brokers, 650 County  
Agents, 2,500 Textile Mills, 600 Cotton  
Warehouses. Also lists Hotels, Institutions,  
Hollywood. Special list movie actors (male  
& female), 5,000 Recent Contest Winners,  
2,500 Music Lovers, 63,500 Arkansas Elec-  
tric Consumers, 50,000 Radio Inquiries.  
Also 70,000 health reducing inquiries.  
TENNESSEE—Every county—mfr., whole-  
saler & retailer—over 8 employees—and  
many others. Write us what you want. Ex-  
port Latin American names compiled. Na-  
tional Mailing List Company, 1212 Three  
Sisters Bldg., Memphis, Tenn. Dept. DM2.

### MAILING LISTS

10,000 WOMEN MAIL ORDER BUYERS.  
Active Customer List. For full details  
write: George Lenhoff, Lincoln 8, Nebr.

### MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the  
Multigraph, Dupligrph and Addressograph  
machines. We specialize in the re-manu-  
facturing of used ribbons. Chicago Ink  
Ribbon Co., 19 S. Wells St., Chicago, Ill.

### SITUATIONS WANTED

NO COLD WAR for me! I'll take the thick  
of things. Four years of lettershop, mail  
order, addressing, house experience. Now  
plunk in the middle of H. Hoke's D.M.  
Training Program. Young, 31, salary needs  
reasonable. Ask for resume. Box 91,  
THE REPORTER, 17 E. 42nd St., New  
York 17, N. Y.

SUPERVISOR—Multigraph, Mimeograph  
or Mail Room. 30 yrs. exp. Age 44. Will  
go anywhere. Box 92, THE REPORTER,  
17 E. 42d St., New York 17, N. Y.

A TOUGH JOB! Advertising Manager or  
Assistant in large organization. Seventeen  
years experience—11 years in last place.  
Thoroughly grounded: Administration, art,  
organization, procedure, production, type.  
Opportunity primary—location secondary.  
Moderate remuneration. Maxwell J.  
Perkins, 320 East 42nd St., New York 17.  
Lexington 2-8360.

### SPECIAL

IF YOU LIKE THIS ISSUE . . . and if  
you are not a regular reader of *The Re-  
porter*, you will be doing yourself a big  
favor by subscribing now. Rate \$3.00;  
Special Two-Year Rate \$5.00. *The Reporter*,  
17 East 42nd St., New York 17, N. Y.

### VARITYPING

LAUDER BROS. Day and Night Service.  
Walker 5-7931. 171 Bowery, New York 2,  
N. Y.

### WANTED

100 DRAWER Steel Elliott Cabinets.  
Recessing doors. 2 x 4½ stencils.  
Names Unlimited, Inc., 25 W. 45 St., N.Y. 19

# SHORT NOTES DEPARTMENT

(Continued from Page 6)

► **AN ADDITIONAL SOURCE** from which Direct Mail executives can draw new talent . . . was recently made available by the American Association of Advertising Agencies, 420 Lexington Avenue, New York 17, N. Y. Names are secured from the list of high-scoring candidates in the Association's Annual Examination for Advertising. Each candidate's potentialities are rated for seven types of work. Include copy writing, mechanical production, layout and art, media selection, research, contact-plans-merchandising, and radio and television production. Exam was given in 11 cities throughout the country. Information on the candidates in each area can be secured from AAAA.



► **NEW DIRECT MAIL COURSE** will be offered this fall at Long Island University, Brooklyn, N. Y. Instructor will be David Klein, owner of a mail advertising service. Course will be completely practical, offering workshop practice in the creation and production of Direct Mail. Emphasis will be placed on the use of Direct Mail in retailing operations. Textbook will be Harrie Bell's "Getting the Right Start in Direct Advertising", published by Graphic Books, 708 Ring Building, Washington 6, D. C.



► **THE JOB OF CLEANING up**, lists gives the ingenious list owner an opportunity to show off a little originality. And that's just what Rapid Grip and Batten, Limited, 177-195 Richmond Street West, Toronto 2B, Canada, has done. Front cover of a three fold card (see pix) reads . . . "A special request to —for some important information." A square cut-out reveals name and address of recipient. Open it up . . . and you're asked, "May we trouble you for just two minutes?" Explanation is on second fold. Third fold has recipient's name and address . . . plus space for correction. On business reply card.



► **FARREL-BIRMINGHAM Company**, Inc., of Ansonia, Connecticut has released a centennial booklet to commemorate the 100th Anniversary of founding of its plant. Mailed to customers in the various industries for which the company builds heavy machinery . . . and also to employees, stockholders and friends of the firm. This 32-page, 8½" x 11", blue and black booklet accents the present-day status of the company. Cover has silver seal embossed on blue background. Inside . . . freehand sketches of plant and scenes and company products. Nice, clean-cut job.



► **AN INGENIOUS, SPACE-SELLING**, 6" x 9½" booklet crossed our desk this month. From "Business Week" magazine, 330 West 42nd Street, New York City. The theme revolves about the lowly (but indispensable) paper clip. Front cover of the green and black, 12-page booklet reads, "What does your secretary really know about a paper clip?" Underneath . . . a die-cut slot with actual clip showing. The boss is shown in cartoon form, the secretary by a series of photographs throughout the booklet. The last few pages tie in "Business Week" with the clip. Showing the industries and marketing necessary to make the lowly clip possible. First-rate.



► **JACQUA COMPANY** is promoting its advertising and public relations services . . . with an extravagant, 26-page, 9" x 12", yellow and black book. Hard covers. Plastic-bound on the short side. It takes you through the organization (at 101-111 Garden Street S. E., Grand Rapids 2, Michigan) . . . introducing you to personnel and facilities. A beautiful job.



► **"BORDERS . . . UNLIMITED!"** . . . a book of new repro proofs of a wide range of border designs, is now on the market. Published by Harry B. Coffin Associates, 11 Jones Street, New York 14, N. Y. There are 230 complete, 4-sided borders, using 59 patterns in many sizes and proportions . . . from ½" square to 10" x 16". Also 30 patterns in "L" shape to make up borders in any size. The book is big . . . 16 pages, 11¼" x 17¼". Proofs can be used on any printed piece, ad or text page requiring borders. Price: \$10. Users say the cost can be saved in one job.



► **"FIFTY YEARS AIN'T LONG"** is the name of 50th Anniversary booklet of the Rumford Printing Company, Concord, New Hampshire. The booklet is 10" x 13", 32 pages . . . in two colors. Wonderful 8" x 8", full-color illustration of an old-timer and his dog tipped-on front cover. Effect is terrific. Inside, photos of executives and a tour through the plant.



► **ONE OF THE CLEVEREST** cover illustrations seen around this month is pictured here. Titled "Plain Horse Sense —You can pull more than you can carry!" Covers the 16-page, 8½" x 11" booklet published by Fruehauf Trailer Company, 10940 Harper Avenue, Detroit 32, Mich.



► **FAWCETT PUBLICATIONS, Inc.**, 67 West 44th Street, New York 18, N. Y. has released facts and figures of a recent survey of readers of *Today's Woman*. Aside from the interesting percentages . . . the layout of this lithographed, 2-color, 12-page booklet is good. Another booklet on similar lines, has been issued by *Pathfinder News Magazine*. Offers interesting facts discovered in recent survey of vacation habits. Tells how much average family spends on a vacation, where they stop and where they go, how they travel, etc. Good presentation. Copies of the survey are available. Just write Pathfinder, Washington Square, Philadelphia 5, Pa.



► **GIANT ENVELOPES** are now available . . . filling a long felt need of agencies, art directors, production men and direct mailers. Manufactured by Huxley Envelope & Paper Corp., 400 Lafayette Street, New York 3, N. Y. Instead of making you wait for customary hand-made-to-order product . . . Huxley sells its manufactured Giants in small quantities from stock. Keeps price down. Permits fast service.



► **"PRINTED ADVERTISING"**, Drury House, Russell Street, Drury Lane, London, W. C. 2, England is a magazine devoted to marketing, design, advertising and Direct Mail. Their letterhead is really a beaut. Includes a 1"x1", four-color reproduction of the magazine.

(Continued on Page 90)

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING & MAILING EQUIPMENT

Addressing Machine & Equipment Co. 29 East 22nd St., N. Y. 10, N. Y.  
All Purpose Metal Equipment Corp. 258 Mill St., Rochester 4, N. Y.  
Masters Service & Equipment Co. 40 West 15th St., New York 11, N. Y.

## ADDRESSING SERVICE — TRADE

De Groodt and Associates, Inc. 8729-78th St., Woodhaven 21, N. Y.  
Globe Organization, Inc. 480 Lexington Ave., New York 17, N. Y.  
Shapins Typing Service. 68-12 Roosevelt Avenue, Woodside, N. Y.  
M. Victor. 3902-9th Ave., Brooklyn 32, N. Y.

## ADVERTISING SPECIALTIES

Advertising Specialties Mfg. Co. 218 East 89th St., Brooklyn 12, N. Y.

## ART, COPY & LAYOUT SERVICE

Hanley Norins. Rm. 701, 401 Broadway, New York 13, N. Y.  
The Wexton Company. 425 West 57th St., New York 19, N. Y.

## AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co. 610 N. Carpenter St., Chicago 22, Ill.  
Robotyper Corporation. 18050 Ryan Road, Detroit 12, Michigan

## BADGES

Philadelphia Badge Company. 1007 Filbert St., Philadelphia 7, Pa.

## BLOTTERS

Advertising Specialties Mfg. Co. 218 East 89th St., Brooklyn 12, N. Y.

## BOOKS

Graphic Books, Inc. Ring Bldg., Washington 6, D. C.  
Production Yearbook. 468 Fourth Ave., New York 16, N. Y.

## BUSINESS FORM CREATIONS

Joe Johnson. 3304 Grimes Ave., No., Minneapolis 12, Minn.

## CARDVERTISER

The Elliott Addressing Machine Co. 127 Albany St., Cambridge 39, Mass.

## DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc. 325 East 44th St., New York 17, N. Y.  
Ardlee Service, Inc. 28 West 23rd St., New York 10, N. Y.  
Artwil Company. 22 West 48th St., New York 19, N. Y.  
The Earle A. Buckley Organization. 1420 So. Penn Sq., Phila. 2, Pa.  
Will Burgess and Company. 386 Fourth Ave., New York 16, N. Y.  
Dickie-Raymond, Inc. 80 Broad St., Boston 10, Massachusetts  
Duffy & Fabry, Inc. 633 N. Water St., Milwaukee 2, Wis.  
James Gray, Inc. 216 East 45th St., New York 17, N. Y.  
Kent Associates, Inc. 30 Irving Place, New York 3, N. Y.  
Jules Lippit Advertising, Inc. 130 West 42nd St., New York 18, N. Y.  
Mailograph Co., Inc. 39 Water Street, New York 4, N. Y.  
Reply-O Products Company. 150 West 22nd St., New York 11, N. Y.  
Philip I. Ross Company. 38 East 57th St., New York 22, N. Y.  
Tested Sales Producers, Inc. 131 West 53rd St., New York 19, N. Y.

## DIRECT MAIL TRAINING COURSE

Henry Hoke. 17 East 42nd St., New York 17, N. Y.

## ENGRAVERS

Pioneer-Moss, Inc. 460 West 34th St., New York 1, N. Y.

## ENVELOPES

American Envelope Mfg. Co. 26 Howard St., New York 13, N. Y.  
Atlanta Envelope Company. Post Office Box 1287, Atlanta 1, Ga.  
Cupples-Hesse Corp. 4175 N. Kingshighway Blvd., St. Louis 15, Mo.  
Samuel Cupples Envelope Co., Inc. 360 Furman St., Brooklyn 2, N. Y.  
Curtis 1000, Inc. 380 Capitol Ave., Hartford 6, Conn.  
Direct Mail Envelope Co., Inc. 15 West 20th St., New York 11, N. Y.  
Huxley Envelope & Paper Corp. 400 Lafayette St., New York 3, N. Y.  
Massachusetts Envelope Co. 641 Atlantic Ave., Boston 11, Mass.  
Tension Envelope Corporation. 345 Hudson St., New York 14, N. Y.  
The Wolf Envelope Company. 1749-81 E. 22nd St., Cleveland 1, Ohio

## ENVELOPE SPECIALTIES

The Sawdon Company, Inc. 480 Lexington Ave., New York 17, N. Y.

## HAND COLORING

Reba Martin, Inc. 145 West 45th St., New York 19, N. Y.

## INKS

Interchemical Corporation. 350 Fifth Avenue, New York 1, N. Y.

## LABELS

Fenton Label Company. 506 Race Street, Philadelphia 6, Pa.

## LETTER GADGETS

A. Mitchell. 111 West Jackson Blvd., Chicago 4, Ill.

## LETTERHEADS

Universal Lithographing Co. 4309 Diversey Ave., Chicago 39, Ill.  
Woodbury & Company. Chadwick Square, Worcester 5, Mass.

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co. Scranton, Pennsylvania

## MAIL ADVERTISING SERVICES

Advertisers Mailing Service, Inc. 915 Broadway, New York 10, N. Y.  
Cardinal Direct Mail Service Corp. 515 Greenwich St., N. Y. 13, N. Y.  
Century Letter Co., Inc. 48 East 21st St., New York 10, N. Y.  
Mary Ellen Clancy Company. 250 Park Ave., New York 17, N. Y.  
The Connelly Organization. 304 North Broad St., Philadelphia 2, Pa.  
Efficient Direct Mail Service, Inc. 52 E. 19th St., New York 3, N. Y.

## MAIL ADVERTISING SERVICES (Continued)

Graphic Letter Service. 62 West 47th St., New York 19, N. Y.  
Hodes-Daniel Co., Inc. 137 Varick Street, New York 13, N. Y.  
Hooven Letters, Inc. 352 Fourth Ave., New York 10, N. Y.  
Kent Associates, Inc. 30 Irving Place, New York 3, N. Y.  
Lee Letter Service. 19 West 44th St., New York 18, N. Y.  
Mailograph Co., Inc. 39 Water Street, New York 4, N. Y.  
Pummer Letter Service. Box 294, Chillicothe, Missouri  
Roan Letter Service, Inc. 3 West 4th St., New York 12, N. Y.  
The St. John Associates, Inc. 71-79 West 45th St., New York 19, N. Y.  
Willis Services. 33 West Hubbard St., Chicago 10, Ill.  
Woodington Mail Adv. Ser., Inc. 1316 Arch Street, Phila. 7, Pa.

## MAILING CONTAINERS & BOXES

The Mason Box Company. Attleboro Falls, Mass.

## MAILING LISTS

Advertisers Mailing Service, Inc. 915 Broadway, New York 10, N. Y.  
Advertising Letter Service. 2930 Jefferson East, Detroit 7, Mich.  
Associated Publicity Service. 203 Sperry Bldg., Port Huron, Mich.  
Boat & Equipment News. 224 East 41st St., New York 17, N. Y.  
George R. Bryant. 55 West 42nd St., New York 18, N. Y.  
D-R Special List Bureau. 89 Broad St., Boston 10, Mass.  
Walker Drey. 49 West 45th St., New York 19, N. Y.  
Dunhill List Company. 565 Fifth Ave., New York 17, N. Y.  
E. J. Eller. 1000 Sutter St., San Francisco 9, Calif.  
Fisher-Stevens Service, Inc. 345 Hudson St., New York 14, N. Y.  
Fred B. Forrest. 610 West Cherry St., Clarksville, Arkansas  
Guild Company. 76 Ninth Ave., New York 11, N. Y.  
Industrial List Bureau. 45 Astor Place, New York 3, N. Y.  
Willis Madden. 215 Fourth Ave., New York 3, N. Y.  
J. R. Monty's Trust Fd. Lists. 201 East 46th St., New York 17, N. Y.  
Mosely Selective List Service. 38 Newbury St., Boston 16, Mass.  
Names Unlimited, Inc. 25 West 45th St., New York 19, N. Y.  
National Mailing List Co. 1212 Three Sisters Bldg., Memphis, Tenn.  
W. S. Ponton, Inc. 635 Avenue of the Americas, New York 11, N. Y.  
Wm. F. Rupert. 90 Fifth Ave., New York 11, N. Y.

## METERED MAIL EQUIPMENT

Pitney-Bowes, Inc. Stamford, Connecticut

## MULTIGRAPHING

The Michael Press. 145 West 45th St., New York 19, N. Y.

## OFFSET PLATEMAKERS

American Graphic Service. 350 Plane Street, Newark 2, N. J.  
Michael Lith Company. 145 West 45th St., New York 19, N. Y.

## PAPER MANUFACTURERS

Appleton Coated Paper Company. Appleton, Wisconsin  
The Champion Paper & Fibre Company. Hamilton, Ohio  
Eastern Corporation. Bangor, Maine  
Fox River Paper Corporation. 2013 Appleton St., Appleton, Wis.  
Hammermill Paper Company. Erie, Pennsylvania  
International Paper Company. 220 East 42nd St., New York 17, N. Y.  
Linton Brothers & Company. Fitchburg, Massachusetts  
The Mead Corporation. 230 Park Ave., New York 17, N. Y.  
Rising Paper Company. West Springfield, Massachusetts  
Strathmore Paper Company. West Springfield, Mass.

## PHOTOGRAPHS

Eye Catchers, Inc. 10 East 38th St., New York 16, N. Y.

## PLATES & STENCILS

Remington Rand, Inc. 2 Main St., Bridgeport 1, Conn.

## POSTCARDS

Reba Martin Kolorcards. 145 West 45th St., New York 19, N. Y.

## PRINTERS & LITHOGRAPHERS

Ardlee Service, Inc. 28 West 23rd St., New York 10, N. Y.  
Brooklyn Press. 335 Adams St., Brooklyn 1, New York  
Duo Process Corporation. 112 Broad St., New York 4, N. Y.  
The House of Dyal. 30 Irving Place, New York 3, N. Y.  
Exello Press, Inc. 400 North Homan Ave., Chicago 24, Ill.  
The Michael Press. 145 West 45th Street, New York 19, N. Y.  
The E. F. Schmidt Co. 3420 West Capitol Drive, Milwaukee 9, Wis.  
Stecher-Traung Lithograph Corp. 274 N. Goodman St., Rochester 7, N. Y.  
Williams Colorprint, Inc. Columbus, Georgia

## SALES MAGAZINES

Sales Review. 417 North Dearborn St., Chicago 10, Ill.

## SEALING & MAILING MACHINES

Seal-O-Matic Machine Mfg. Co., Inc. South Hackensack, New Jersey

## THERMOGRAPHERS

Ahrendt, Inc. 333 Sixth Ave., New York 14, N. Y.

## TYPE FACES

American Type Founders Sales Corp. Elizabeth, N. J.

## TYING MACHINES

B. H. Bunn Company. 7601 Vincennes Ave., Chicago 20, Ill.

## TYPEWRITERS

Varli-Typer. 333 Avenue of the Americas, New York 14, N. Y.

## VACATIONS

Happy Acres Vacation Club. Middlefield 1, Conn.





► **BREATH-taking COLOR . . .** on the cover of August "Monsanto Magazine", house magazine of Monsanto Chemical Company, St. Louis, Missouri. A big, 36-page, 8½" x 11" magazine. Two colors used on practically every page . . . but full colors on covers. Professional layout. Topics of interest for everyone. Editor is Robert C. Bullen.

Another news-worthy cover . . . on August issue of "Long Lines", h.m. of American Telephone and Telegraph Company, 32 Sixth Avenue, New York 13. Edited by Joseph Lindsay. Unusual calendar layout. A 9"x12", 38-page magazine.

► **A NEW "CLIP BOOK of Trade Marks"** will be introduced this fall by Harry Volk, Jr. (Advertising), Atlantic City, N. J. To aid advertisers on the local level, particularly department, apparel, drug and food stores . . . who always have had difficulty in securing reproductions of trade marks of many of the brands they handle. Reproductions will be by offset on one side of paper . . . permitting clipping. Making simple conversion into line engravings of offset paste-ups. Manufacturers will pay nothing to have their trade marks included . . . but will be asked to purchase a copy. Price . . . about \$7.50.

► **ED MAYER**, president of James Gray, Inc., 216 East 45th Street, New York 17, N. Y. sent us his bound collection of 18 pieces called "Carrying the Mail". Each piece tells a different story about mail carrying . . . starting with Sargon the Great of Chaldea (3000 B. C.) . . . and ending with present day air mail.

► **PRINTING WAGES** have more than kept pace with HCL . . . says the Department of Labor. As of January, 1948 . . . average weekly earnings in the book and job printing industry had increased 106.8% over the 1935-1939 average. The cost of living for that period went up only 68.8%.

► **"PLAY EXPERTS"** is title of most interesting 5" x 8", 12-page booklet recently issued by Lumbermen's Mutual Casualty Company, Chicago 40. Contents designed as a game for the family or for an evening get-together. Twenty-two not-easy-to-answer questions on the technique of driving an automobile. Correct answers (and reasons for them) in back of booklet . . . together with a summary of best methods for avoiding accidents. Only the last four lines of copy mention Lumbermen's automobile insurance. Well done.

► **CHICAGO PRINTERS** are faced with a tremendous boom in stationery printing business . . . as of and after September 15th. On that date, Chicago's telephone system changes from a three letter and four numeral method of dialing to a two letter and five numeral listing. Frank Beatty of the Graphic Arts Association of Illinois, with customary initiative, explained in The Galley Proof (h.m.) how the printers can help their customers in getting letterheads, calling cards, advertising, etc., changed.

► **"YOUR BEST SALESMAN . . . Printing Ink"** is the slogan that will be featured in fall advertising campaign of National Association of Printing Ink Makers, Inc., 1440 Broadway, New York 18, N. Y. It'll promote the use of printed advertising . . . and will emphasize the effectiveness of color as a sales factor. Full-page, color ads will run in advertising trade publications. The association's publicity committee consists of John Ellison, chairman, President of Lewis Roberts, Inc.; H. Bettye Stout, Advertising Assistant, General Printing Ink Division of Sun Chemical Corporation; and George Welp, Advertising Manager, International Printing Ink Division of Interchemical Corporation. David H. Sloane is Secretary of the Ink Association.

► **REPORTER STAFF** likes the headline of an ad in the current issue of "Shell Progress," h.m. of Shell Oil Company, Inc., 50 West 50th Street, New York 20, N. Y. Titled "Mail a card . . . Nail a customer." Copy goes on to explain Shell's Local Advertising Plan for their dealers. Incidentally, this fine house magazine, edited by Jack Davis, seems to get better with each issue. Cover for August is a beaut.

► **UNUSUAL** to say the least . . . is the little, three-color, 3½" x 6¼", four-page folder of Jones Metal Products Company, West Lafayette, Ohio. Titled . . . "Panning the Bed Pan". Need we say more? Rather doubt that we should. Anyway, they advertise Relax bed pans. Better try to get a copy for your idea file.

► **ASSOCIATION DIRECTORS** are receiving an elaborate, 24-page, 9"x12", two-color brochure . . . telling of convention facilities of Hotel Commodore, 42nd Street and Lexington Avenue, New York 17, N. Y. Tipped-on inside . . . a two-page typewritten invitation letter from Henry Dienna, Director of Sales. Booklet describes and illustrates the arrangement of meeting rooms. It's good to see hotels going after business again.

► **JUST RECEIVED** another Vol. 1, No. 1 help to h.m. editors. Called "House Magazine Service for Printers" . . . It's published by Robbins & Barber, Public Relations Counsel, 270 Madison Avenue, New York 16, N. Y. . . . for PIA. A monthly service to printer subscribers . . . who edit internal or external house magazines. Consists of printing statistics, new developments, sales aids, news, cartoons, and graphs. Layout is such (one side of regular newspaper page) that copy can simply be clipped and pasted up. Illustrated material can be ordered as glossy print, mat or repro proof. Service costs \$10 a month or \$54 for first six months. Should be a great help to printers who like to keep their customers and/or employees up on the latest in printing.

► **AN EXCELLENT BOOK** called "The Adventure of Advertising" has just been published by Hitchcock Publishing Company, 542 South Dearborn Street, Chicago 5, Illinois. Comprised of selected articles from Hitchcock's sales magazine "Effective Selling" . . . it's an 8½"x11", 48-page, hard-cover book, beautifully printed in blue and black. Prepared by The Jacqua Advertising Company, 101-111 Garden Street, S. E., Grand Rapids 2, Michigan. Many stories about agencies, advertising managers, salesmanship, media and so on. Well worth having. REPORTER readers can possibly get the few copies left by writing to Hitchcock on firm stationery.

► **BOB RAMSAY** (Brainard, New York) after reading the August REPORTER reminds us that "history repeats itself." The theme of this year's DMAA Convention, taken from the famous Kipling quatrain, was also used for the 1921 Springfield, Mass. DMAA Convention. That year, the late John A. Priest was chairman and Bob was co-chairman.

► **THE REPORTER** staff hopes that all you Direct Mail folks enjoy this Convention issue. When you get down to this final item . . . how about calling your secretary and dictating a letter to us . . . telling us what you liked best or how we can give you more help in the months ahead.



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